

NBC
TRADE NEWS

April 1, 1953

KAISER-FRAZER LAUNCHES 32-SEGMENT BASEBALL INSERT ON 'TODAY';
INCLUDES TRAINING FILMS, OPENING DAY FEATURES AND CONTEST

The Kaiser-Frazer Corporation kicked off a Spring sales campaign on behalf of the Kaiser car this morning (April 1) as they sponsored the first of 32 segments on "Today," the NBC-TV early a.m. news and special feature program.

The 1953 baseball season is the theme of the K-F features, which between now and the big leagues' opening day (April 13) will consist of five filmed previews, from the training camps, of the 1953 top pennant contenders. The festivities of opening day will be the feature on that date. April 15 and 17 will see the first of the "K-F Scoreboard" series on "Today." This feature will be presented daily throughout the remainder of April and the first two weeks of May. During the last two weeks of May the feature reverts to a Monday-Wednesday-Friday status for the remainder of the sponsored segments.

On April 20, the Kaiser-Frazer Baseball Contest, a weekly feature, will be announced. Contestants will pick the winners of the eight major league games of Sunday, May 3, and submit their tallies by May 1 on blanks to be made available at all Kaiser-Frazer dealers, or on plain paper.

(more)

2 - 'Today' -- Kaiser-Frazer

Winner of first prize in the baseball contest will be the recipient of a new Kaiser Manhattan four-door sedan. Second Prize will be a Henry-J Corsair. The next five prizes will be \$100 Defense Bonds, next 50 prizes will be \$20 each in cash and the next 145 prizes will be three-way automatic flashing safety lanterns for roadside use. The total number of prizes given in each weekly contest is 202.

Jack Lescoulie, "Today" sportscaster will narrate the K-F segments. Agency for the sale is William H. Weintraub and Company, of New York.

"Today" is seen 7:00-9:00 a.m., EST and CST, Mondays through Fridays over the NBC-TV network.

-----O-----

NBC-New York, 4/1/53

Digitized by the Internet Archive
in 2019 with funding from
University of Maryland College Park



TRADE NEWS

April 1, 1953

TED MACK'S 'ORIGINAL AMATEUR HOUR,' GIVING NEW TALENT
CHANCE FOR BIG BREAK, RETURNS TO NBC-TV
APRIL 25 AS WEEKLY FEATURE

Ted Mack's ORIGINAL AMATEUR HOUR, which in its 18 years on the air has given breaks to scores of talented newcomers who eventually rose to stardom, will return to NBC television Saturday, April 25 (8:30-9:00 p.m., EST).

Pet Milk will sponsor the weekly program live on 53 stations and by kinescope on seven additional stations of the NBC television network.

Resumption of "Original Amateur Hour" telecasts will coincide with Mack's return from Korea, where he went to entertain troops under auspices of USO Camp Shows.

The program will continue its familiar format which was last seen on NBC in September, 1952. Talented singers, dancers, instrumentalists, ventriloquists, and others will be auditioned weekly and the best of them presented on the program. A salute to an American city, long a popular feature of the program, also will be continued.

(more)

2 - 'Original Amateur Hour'

"Original Amateur Hour" is being returned to the air in response to an overwhelming flood of letters to Mack, the network, newspapers and television stations. For weeks after it left the air it drew an average of 8,000 letters of inquiry a week. Mack estimated that more than 100,000 pieces of mail came in asking about the program's absence.

Mack carried with him to Korea messages to the servicemen from House Speaker Joseph W. Martin Jr., Senator Alexander Wiley, chairman of the Senate Foreign Relations Committee, and Representative Dewey Short, chairman of the House Armed Services Committee. And Francis Cardinal Spellman briefed Mack on his own recent experiences at the front.

Mack has received hundreds of citations for his public service efforts, the groups including veterans' and fraternal organizations, heads of the leading faiths, universities and other educational institutions. The "Original Amateur Hour" was the first, through Ted Mack, to make a plea over the air for the Crusade for Freedom, bringing a letter of praise from President Eisenhower, then head of that group. And former President Truman commended Mack for a tour of military installations in Europe two years ago.

Gardner Advertising is the agency for Pet Milk.

-----O-----

NBC-New York, 4/1/53

April 1, 1953

R.A.F. JET BOMBERS TO FLY CORONATION FILMS TO U.S.

FOR PRESENTATION ON NBC-TV JUNE 2

Royal Air Force Canberra jet bombers will assist in enabling American televiewers to see films of the Coronation of Queen Elizabeth II of Great Britain on NBC-TV Coronation Day, Tuesday, June 2.

NBC and the Canadian Broadcasting Company have arranged with the British Broadcasting Company and the RAF to fly the film from London to North America for transmission over NBC-TV and CBC. NBC soon will announce further plans for bringing the sound-picture story of the Coronation to the American public with the least possible delay.

The BBC is the only company which will be permitted to telecast the actual crowning of the Queen in Westminster Abbey. However, BBC is making a kinescope of the ceremony available to NBC. The kinescope will leave England on the first Canberra shortly after the Coronation. The bomber is expected to arrive in North America in time for the kinescope to be used on NBC-TV's scheduled Coronation program from 6:00 to 7:00 p.m., EDT.

(more)

The second Canberra jet, with films of the procession to and from the Abbey and of the Queen's appearance on the balcony of Buckingham Palace, will arrive later the same evening. These films will be shown over NBC-TV from 10:30 p.m. until midnight, EDT.

NBC's Coronation coverage, sponsored by General Motors, is being supervised by Davidson Taylor, network director of Public Affairs. William R. McAndrew, manager of News and Special Events, is serving as producer of the coverage at the American end. Romney Wheeler, London bureau manager, is NBC-TV producer. Charles Colledge and Jack Burrell will supervise the operational aspects of NBC coverage.

-----O-----

NBC-New York, 4/1/53

YOUNGSTERS IN 'O AND O' CITIES GET VERY 'CHEWSY' AS 50 MILLION
NBC STARS' PICTURE BUBBLE GUM TRADING CARDS SELL OUT QUICKLY

NBC television and radio stars, 50 million strong, are the latest rage among the youngsters of America. The faces of 36 NBC celebrities, in full color, appear on that number of "trading cards" distributed with NBC Stars' Picture Bubble Gum, sold by Bowman Gum Division of the Haelan Laboratories, Inc., of Philadelphia.

So enthusiastic was the response of the nation's boys and girls to these cards that the available supply of NBC Stars' Picture Bubble Gum in the New York metropolitan area -- two million packages containing 10 million cards -- was sold out within eight days. Similar results were obtained in other NBC radio and TV cities, bringing the number of cards in the hands of the youngsters today to the staggering total of 50 million.

This unique promotion, the first in which a series of such cards has featured the stars of a single network, was conceived by Ted Cott, vice president and general manager of Stations WNBC and WNBT, New York City. Initial arrangements with Bowman Gum and the NBC stars depicted on the cards were undertaken by the exploitation section of the NBC Press Department.

Working with Bowman Gum sales promotion manager Leonard P. Kamber, Cott arrived at a reciprocal agreement whereby 20-second spot announcements on WNBC and WNBT and NBC owned-and-operated radio and television stations in Washington, Chicago and Cleveland advised listeners and viewers of the availability of NBC Stars' Picture Bubble

(more)

Gum at local stores. In addition, local radio and TV programs known to have a high percentage of children in their audience mentioned the combination package of gum and trading cards on the air.

Original plans for the promotion included a four-week schedule of spot announcements and program mentions, with the New York stations starting one week earlier than the stations in the three other cities. After eight days and 64 spots the campaign was halted in New York because of the sell-out of the available supply of gum and cards. The story virtually repeated itself in Washington, Chicago and Cleveland.

-----O-----

NBC-New York, 4/1/53

NBC

"today"



N.Y. AND CHICAGO COAXIAL LINK WILL ENABLE CHICAGO SIMIANS
TO JOIN IN CHIMP J. FRED MUGGS' BIRTHDAY PARTY ON 'TODAY'

- - -

April 14 Is Red Letter Day for the One-Year-Old 'Primate Minister'
Of Dave Garroway's Monday-Through-Friday NBC-TV Series

J. Fred Muggs, the whimsical little chimp chap who climbed
from jungle obscurity onto Dave Garroway's lap, fame and fortune,
will be one year old, Tuesday, April 14.

And like any beloved and normal baby, he is going to have a
birthday party, complete with birthday cake with a candle or candles
and guests -- seven fellow simians from the Lincoln Park Zoo, Chicago.

Of course, Muggs isn't exactly a normal youngster, having
become a leading star on TODAY, early morning NBC-TV show (7:00 to
9:00 a.m., EST and CST), even before he achieved the tender age of one
year.

Therefore, like all stars, he can't just have an ordinary
party. It's going to be on television -- the first monkey birthday
party to be televised nationally -- as part of the April 14 "Today"
show. Therefore, it is going to be early and celebrated in three
installments.

But everything and everybody else will be there: his proud
and smiling "parents" and guardians of the "Today" staff, noise-makers
and hat favors and all the things that go to make a bang-up birthday.

(more)

While his special guests, all cousins of one variety or another, cannot be present physically in the "Today" communications center on New York's 49th Street for the occasion, they will join him in his first anniversary celebration by coaxial cable.

These lucky seven jungle cousins, all frequent guest artists on Marlin Perkin's "Zoo Parade" (NBC-TV Sundays at 4:30 p.m.), are Tong, Tanga and Ling Wong, all orangutans; Heine II and Sheba, both fellow chimps; Chico, a weeping capuchin, and Mildew, a spider monkey.

By means of a live television pick-up from their residence in the Lincoln Park Zoo, Chicago, Muggs will be able to watch on his own special monitor set the birthday antics of his older anthropoidal compatriots as they cavort with a second Muggs birthday cake and all the trappings. Under the gentle supervision of Marlin Perkins, it will be attempted to keep this party of primates off the chandeliers and reasonably under control.

There will even be an empty chair and place setting for Muggs, simians being as sentimental as anybody.

And all this is all right with Muggs. While he loves his assorted country cousins, he, like so many humans he so closely resembles in so many respects, prefers they keep their distance, letting him pick his own close friends from among homo sapiens.

Nevertheless, Muggs has realized, despite his youth, that birthdays and similar simian holidays, are times when the family should draw together, and, besides, he has come to have a certain fraternal affection for his guests, having seen them often on "Zoo Parade."

(more)

3 - Muggs

So now Muggs is busy readying invitations to the party, although Dave Garroway and Muggs' two owners, Roy Waldron and Bud Menella, are growing increasingly apprehensive over the party manners Muggs might learn at this -- his first -- party, when at such an impressionable age.

The question of candles is still proving something of a problem to Muggs' "Today" friends, however. April 14 will be his first birthday all right, but one chimp year is the equivalent to two human years. So the question still unanswered is: "Should Muggs have one or two candles?" The discussion will probably continue until party time on April 14.

-----O-----

NBC-New York, 4/1/53

NBC TRADE NEWS

NBC AND BBC ENTER INTO LONG-TERM AGREEMENT FOR THE EXCHANGE PURCHASE OF EACH OTHER'S NEWS FILMS; SIMILAR PACTS HELD WITH SEVERAL NATIONS

The National Broadcasting Company and the British Broadcasting Corporation announced in New York today the conclusion of a long-term agreement for the exchange purchase of news films between the two organizations.

The new agreement will make available to NBC all news films shot by the BBC and will likewise make available to the BBC all news films taken by NBC's worldwide staff. Each organization will also take special news films for the other from time to time as news requirements warrant.

Negotiations for the new agreement were concluded by George Barnes, director of Television Broadcasting for the British Broadcasting Corporation and Davidson Taylor, director of Public Affairs for the National Broadcasting Company.

In addition to this latest agreement, NBC News already has similar agreements with Pathe Cinema in France, Belgavox in Belgium, Polygoon in Holland, Cinesuisse in Switzerland, and the RAI and Incom in Italy. NBC's own news film cameramen are currently operating in England, Korea, Japan, Germany and other critical news areas of the world as well as the United States.

-----O-----

NBC-New York, 4/1/53

STRAUSS' 'ROSENKAVALIER' TO BE PRESENTED IN TWO PARTS,
APRIL 25 AND MAY 2, AS SEASON'S FINALE
OF NBC-TV OPERA THEATRE

The final opera of the season for the NBC Television Opera Theatre will be Richard Strauss' "Rosenkavalier," presented in two parts Saturday, April 25 (NBC-TV 4:30 to 6:00 p.m., EST) and May 2 (NBC-TV 5:00 to 6:00 p.m., EDT).

The opera will be presented in the English translation of John Gutman and will be conducted by Peter Herman Adler, music and artistic director. Samuel Chotzinoff will be producer, with Charles Polacheck as assistant producer. Kirk Browning is television director.

Singers chosen for the principal roles are Wilma Spence, soprano, as the Marschallin; Frances Bible, mezzo-soprano, as Octavian; Virginia Haskins, soprano, as Sophie; Ralph Herbert, baritone, as Baron Ochs and Manfred Hecht, bass, as Faninal.

This will be the most ambitious undertaking of the four-year-old series on NBC-TV. The longest previous work presented was "Billy Budd" by Benjamin Britten, given last October. That opera ran for an hour and a half.

The first two acts of "Rosenkavalier" will be given on April 25, and the final act on May 2.

This also will be the first time that an opera has been presented in sections on TV, in keeping with the view of Chotzinoff and Adler that there are some operas which cannot be cut to an hour or hour-and-a-half. Virtually the entire opera thus can be given in the two-and-a-half-hours that NBC has provided.

-----o-----

NBC

COLGATE COMEDY HOUR

'COMEDY HOUR' CENTENARIAN CONTEST WON BY 104-YEAR-OLD
SALT LAKE CITY LADY AND 100-YEAR-OLD CINCINNATI MAN

- - -

They Will Appear on Donald O'Connor's Hour on Easter Sunday

Bob Hope announced on the COLGATE COMEDY HOUR (Sunday, March 29) the names of the winners of the nationwide beauty contest for centenarians conducted by the Colgate-Palmolive-Peet Co., sponsors of the show, and the NBC television network.

"The most beautiful lady 100 years of age or older" in the country selected by the judges is Mrs. Ann C.J. Milne, 104-year-old resident of Salt Lake City, Utah. America's "most handsome male centenarian" is Maximilian Von Stephany, who has an even 100 years to his credit and resides in Cincinnati, Ohio.

Mrs. Milne and Mr. Von Stephany will each receive \$500 in cash and an all-expense trip to Hollywood, where they will make their first public appearance together and their network television debut with Donald O'Connor on NBC-TV's "Colgate Comedy Hour," on Easter Sunday, April 5 (8:00 p.m., EST).

The winners were selected from over 300 entrants representing all 48 states, Canada and Mexico.

(more)

Mrs. Milne is remarkably coherent, and witty, too. She makes a daily habit of taking a long walk outdoors, weather permitting. Typical of her wittiness was her answer to the remark concerning the fact that she would be 105 years old if she lived to her next birthday in October. Her rather indignant reply was, "Well, I guess I will, I've lived for every birthday so far."

One of the exceptional factors in her life occurred during the gaslight era when her sight failed completely. Approximately 20 years later, when automobiles, neon signs, and numerous other innovations had come to pass, her sight was again restored, unfolding a complete new world to her.

In the early years of settling in the West, she walked every step of the way from Florence, Nebraska, to Salt Lake City, and this is but one of the many adventurous experiences this remarkable lady -- who was born on Oct. 27, 1848, in the Essex section of London, England -- is capable of relating.

One hundred-year-old Maximilian Von Stephany also has led a very interesting century of life. He was born in Berlin, Germany, Oct. 3, 1852, and as a young man worked in the railroad machine shops of his birthplace, coming to America in 1881 at the age of 29. Settling in Milwaukee, Wis., he soon became a supervisor of a large machine shop and continued in this work until his retirement.

Von Stephany has known many famous people who have left their mark upon the pages of history. He knew personally and played chess with Bismarck, Germany's famous "Iron Chancellor." His first cousin was once the U.S. Ambassador to Peru.

(more)

3 - Comedy Hour

Von Stephany reads a great deal without the aid of eye-glasses and is quite active around the home of his daughter, Mrs. Robert Markel of 3649 Ravenwood Ave., Cincinnati, with whom he lives. He thinks nothing of mowing the lawn each week during the Summer, and has an intense interest in his daughter's flower garden, which he cares for regularly.

The handsome gentleman has a silver van dyke beard and mustache which he trims to perfection personally. He speaks and reads French, German and English fluently.

Judges for the unique contest were Bud Abbott and Lou Costello, Eddie Cantor, Bob Hope, Dean Martin and Jerry Lewis, and Donald O'Connor, the stars of the "Colgate Comedy Hour" who take turns in appearing on the NBC Sunday evening TV series.

-----O-----

NBC-New York, 4/1/53



TRADE NEWS

April 2, 1953

ACTOR TOM EWELL SIGNED BY NBC FOR RADIO AND TV
APPEARANCES UNDER COMEDY DEVELOPMENT PROJECT

Actor Tom Ewell is the latest performer to be signed by the National Broadcasting Company in the Comedy Development project, it was announced today by Thomas A. McAvity, national program director of the network.

Ewell was signed by NBC to a long-term contract for appearances on the radio and television networks.

Ewell, currently starring on Broadway in the hit comedy "The Seven Year Itch," was one of the winners of an Antoinette Perry award on March 26 for his performance in the play.

-----O-----

1945-1946

After the first round of the 1945-46 season, the 1946-47 season was a disappointment for the 1946-47 season.

After the first round of the 1946-47 season, the 1947-48 season was a disappointment for the 1947-48 season. The 1948-49 season was a disappointment for the 1948-49 season. The 1949-50 season was a disappointment for the 1949-50 season. The 1950-51 season was a disappointment for the 1950-51 season.

After the first round of the 1951-52 season, the 1952-53 season was a disappointment for the 1952-53 season. The 1953-54 season was a disappointment for the 1953-54 season. The 1954-55 season was a disappointment for the 1954-55 season. The 1955-56 season was a disappointment for the 1955-56 season.

After the first round of the 1956-57 season, the 1957-58 season was a disappointment for the 1957-58 season. The 1958-59 season was a disappointment for the 1958-59 season. The 1959-60 season was a disappointment for the 1959-60 season. The 1960-61 season was a disappointment for the 1960-61 season.

'TODAY' BLOOD DONORS' SEQUENCE RESULTS IN 1,000 CALLS
TO RED CROSS WITHIN HOUR OF TELECAST

More than 1,000 calls were received at Red Cross blood donation headquarters in New York this morning (April 2) within an hour after Neva Jane Langley, the current "Miss America," and NBC stars Jinx Falkenburg, Faye Emerson and Dave Garroway set an example by donating their own blood during telecast of TODAY, the NBC-TV early morning news and special feature program.

The requests for donation appointments were still pouring in hours later, by which time the four donors were back on their working schedules, pointing up the fact that even the busiest of professional people can take the few minutes required for this vitally needed service.

Colonel Joseph Bayne, ranking Medical Officer of the 3rd Division in Korea, said in an interview with Garroway, on the program: "It is an odd feeling when you've got wounded men coming in and you know there isn't enough blood to go around."

Jinx, Faye and Neva Jane went to a nearby drugstore for breakfast, while Garroway, none the worse for his experience, went on with "Today," which is seen Monday through Friday, 7:00 to 9:00 a.m., EST and CST, on the NBC-TV network.

-----O-----

NBC-New York, 4/2/53



TRADE NEWS

April 3, 1953

'MY HERO' COMEDY SERIES TO TAKE NEW TIME SPOT APRIL 25
IN NBC-TV'S SATURDAY NIGHT VARIETY SCHEDULE

- - -

'Ethel and Albert' and 'Original Amateur Hour'

To Start on Network April 25

The MY HERO comedy series will move to a new time period on the NBC television network to fit in with NBC's new lineup of Saturday night top-flight entertainment fare.

"My Hero," now seen at 7:30 p.m., EST, will be presented from 8:00-8:30 p.m., starting April 25. On the same night, a new domestic comedy series, "Ethel and Albert," will start in the 7:30-8:00 p.m., EST, period, and the popular Ted Mack's "Original Amateur Hour" will return to the network in the 8:30-9:00 p.m., EST, segment.

"My Hero" stars Robert Cummings as Robert S. Beanblossom, naive real estate salesman who is unable to gear his talents to a successful career. In the new time spot, he continues to keep his sales record the lowest in the Thackery Realty Company. Cummings describes Beanblossom, the character he created and developed, as "a sort of lovable guy who muddles through life sublimely unaware of reality, who seems always to land out of trouble through some kind of

(more)

strange luck." He keeps his job, in large part, through the quick wit and resourcefulness of Julie Marshall (played by Julie Bishop), who is secretary to the boss (John Litel).

"My Hero" is sponsored by Dunhill King Size cigarettes. The Biow Co., Inc., is the agency.

The half-hour television comedy film series began on the NBC network Nov. 8, 1952, and brought Cummings to his first starring role in television. The tall, dark and handsome actor never was type-cast in films and played roles ranging from heavy drama to sophisticated comedy. Before the series began, Cummings had wanted to work in a running television role which could be developed from week to week. He found it in "My Hero."

Julie Bishop and John Litel also entered television on a regular basis with the debut of the program. Miss Bishop began her acting career, as a child, with Theodore Kasloff, who also taught her dancing. During a role at the Pasadena Community Playhouse she was signed for films and subsequently appeared in several pictures with Rita Hayworth. Litel has been in films since 1937 and has played many roles as well-seasoned executives and dignified fathers. Hale and hearty, though nearing 60, Litel is the white-haired, stern executive type -- as is Willis Thackery.

The "My Hero" series is produced with a motion picture technique. Instead of using the stage method of rehearsing the entire production before working before the camera, there is just one preliminary run-through of the entire episode. Each separate sequence

(more)

3 - 'My Hero'

is rehearsed, then shot scene by scene. Every program requires three full days of shooting, some of which is done on studio sets or in outside locales when the plot requirements dictate a setting not available in the studio.

The series is a Golden Key Trust Production with Edmund Beloin as producer.

-----O-----

NBC-New York, 4/3/53

CREDITS FOR 'ORIGINAL AMATEUR HOUR'

PROGRAM TITLE: Ted Mack and the "Original Amateur Hour"

STARTING DATE: Saturday, April 25, NBC-TV, 8:30-9:00 p.m., EST.

ORIGINAL STARTING DATE: March, 1934 over radio station WHN; March 24, 1935 over NBC radio; and Jan. 18, 1948 over Dumont TV; and Oct. 14, 1949, over NBC-TV.

PROGRAM ORIGIN: New York

FORMAT: Talented performers of all types are auditioned weekly and the best of them presented on the TV program. Winners are determined by votes tabulated both by phone calls and mail from viewers and are announced the following week.

HOST: Ted Mack

PRODUCER: The "Original Amateur Hour" Staff

AGENCY: Gardner Advertising Agency

SPONSOR: Pet Milk Company.

-----o-----

WADE ARNOLD, AN NBC EXECUTIVE PRODUCER, IS NAMED WINNER OF HEART ASSOCIATION \$1,000 BLAKESLEE AWARD FOR 'OUTSTANDING' DOCUMENTARY

FOR RELEASE MONDAY, APRIL 6

Wade Arnold, an executive producer for the National Broadcasting Company, was named today as the first winner of the American Heart Association's annual Howard W. Blakeslee Award of \$1,000 for outstanding scientific reporting in the field of heart and blood vessel diseases.

Dr. H. M. Marvin, chairman of the American Heart Association's Awards Committee, said in his announcement that Arnold had been selected to receive the award "for his creative achievement" in writing and producing "Only One to a Customer," a documentary radio program on heart disease, broadcast over the NBC network last year.

The Blakeslee Award will be formally presented to Arnold Friday evening, April 10, at the annual dinner of the American Heart Association in Atlantic City, N.J.

The Award was established last year in memory of Howard W. Blakeslee, the late science editor of the Associated Press and founder of the National Association of Science Writers, who died of heart disease. It is to be presented annually "to the individual whose creative efforts in any medium of mass communication are judged to have contributed most to public understanding of progress in research, and in the prevention, care and treatment of heart and circulatory diseases." Arnold's radio program was selected as the best among many entries which included newspaper and magazine articles, books and television films, as well as recordings of other radio broadcasts on heart disease subjects.

(more)

WANT ADVICE. HE WAS EXACTLY THE SAME IN HIS MIND OF THE
ASSOCIATION IS NOT A NEW ONE FOR THE ASSOCIATION

THE ASSOCIATION

There is a very close relationship between the two
associations, and it is not surprising that the two
associations have been working together for many years.
The association is a very old one, and it has been
working for many years.

It is a very old association, and it has been
working for many years. It is a very old association,
and it has been working for many years. It is a very
old association, and it has been working for many years.

The association is a very old one, and it has been
working for many years. It is a very old association,
and it has been working for many years. It is a very
old association, and it has been working for many years.

The association is a very old one, and it has been
working for many years. It is a very old association,
and it has been working for many years. It is a very
old association, and it has been working for many years.
The association is a very old one, and it has been
working for many years. It is a very old association,
and it has been working for many years. It is a very
old association, and it has been working for many years.
The association is a very old one, and it has been
working for many years. It is a very old association,
and it has been working for many years. It is a very
old association, and it has been working for many years.

These subjects.

"Only One to a Customer" was one of a series of programs on medical research presented jointly by NBC and the Health Information Foundation under the general title, "The Endless Frontier." It was originally broadcast nationally over the NBC coast-to-coast network and subsequently over 625 independent stations.

Selecting Cleveland as the locale for his broadcast, Arnold set up a tape recorder at various centers associated with research, treatment and rehabilitation, and interviewed distinguished workers and investigators in the cardiovascular field. The program dealt with the employment problems of cardiacs as handled by the Work Classification Clinic of the Cleveland Area Heart Society, an affiliate of the American Heart Association, and it brought the listener into an industrial plant to learn at first hand some of the factors of rehabilitation. The broadcast also traced progress in heart surgery including the artificial heart in action, advances in high blood pressure research, the development of diagnostic equipment, and rheumatic fever prevention through the use of penicillin.

Arnold pioneered in the documentary radio technique when he first joined the NBC Script Division in 1930. Three years later he returned to Knox College in Galesburg, Ill., his alma mater, as assistant to the president. During World War II, Arnold served for a time as director of radio for the National Office of Civilian Defense in Washington, D.C. He returned to NBC in 1944 as assistant manager of

(more)

the Script Division. Today he is an executive producer at NBC, working chiefly in the field of public affairs and education. He has been associated with several other documentary programs which have won awards and citations, including the weekly series titled "Living," from 1948-1951, a period that is believed to represent a record run for a documentary series. He was producer of the "NBC Theatre" when it received the Peabody Award in 1950.

Establishment of the \$1,000 Blakeslee Award was made possible by the Industrial Publishing Company of Cleveland and the Robert Z. Greene Foundation of New York City.

-----o-----

NBC-New York, 4/3/53

The 3-10-1912. It is an interesting document as it shows
an early in the field of public utility and electricity. It is
an association with several other documents, including the
on utility and electricity. It is a document of the
from 1912-1913, a period that is believed to represent a
of a documentary nature. It is a document of the
received the Public Utility in 1912.

Establishment of the Public Utility in 1912.
Details by the Industrial Engineering Society of America and the
object of the Public Utility in 1912.

Public Utility in 1912.

'NEWS CARAVAN' CREW, IN THRILLING AERIAL DASH, HAD HAIRBREADTH
ESCAPE FROM DISASTER IN FILMING INTERVIEW WITH ALLEGED KILLER

On Wednesday evening, April 1, American televiewers watching John Cameron Swayze's CAMEL NEWS CARAVEN on NBC-TV met an alleged killer. The filmed interview made in an Iowa jailhouse was startling, but it stressed the tremendous impact of what television means as a news medium.

Americans had read the chilling story of this 18-year-old marine -- known back home in Valley Stream, N.Y., as "the politest boy in town" -- charged with slaying five people in a rampage in four states.

But here they met him. He was a nice looking youngster, like the kid next door. He didn't look crazy. He didn't sound crazy. But they heard him say, calmly and matter-of-factly, that he had shot five innocent people because "they made too much noise."

An NBC reporting crew literally risked their lives to bring in this story. At 5 a.m., Bill Birch, NBC cameraman in Chicago, received word at his home that Fred E. McManus had been captured in Dubuque, Iowa, and had confessed to the killings. Birch immediately contacted the Dubuque sheriff's office and obtained permission to enter the jail and "shoot" the story.

He then called George Priester, pilot of the "Camel News-liner," who told him the flying weather was bad but that they could sneak through if they left from Elmhurst Airport. John Dial, sound man, and Jack Angell, commentator, met them there. The plane got off

(more)

the ground at 10:30 a.m. and arrived in Dubuque, 200 miles away, 50 minutes later. They proceeded by cab to the jail, where Angell interviewed the sheriff, the arresting officer and McManus.

Sitting outside McManus' cell -- he was not permitted to enter -- Angell talked with the young marine. McManus had to explanation for the killings, said to net him \$57, but referred to them as being "too bad." When Angell mentioned a specific victim, McManus said, "Oh yes -- she's the one I shot over my shoulder."

On the flight back to Elmhurst, the weather was so thick that Priester was forced to fly 800 to 900 feet up, using railroad tracks as a navigational aid. Over Elmhurst, they were barely able to see the ground but landed immediately anyway, as they feared they would not get in at all if they circled. Upon touching the ground, the plane struck a runway light which was obscured by fog and which tore a hole in the left wing flap.

A motorcycle messenger rushed the film to the lab for processing. Using a company car equipped with a siren, Birch made the trip to his Chicago office in 25 minutes. Normally it takes an hour. The film was hurriedly cut and edited, and at 7:45 p.m., EST, it was on the air.

-----O-----

NBC-New York, 4/3/53

ZIPPY, PYGMY CHIMP, WAS SUCH A HIT ON 'HOWDY DOODY'
THAT HE'S BACK FOR AN EXTENDED STAY ON SERIES

Zippy, one of two pygmy chimpanzees known to be in the United States, made such a hit when he appeared on the HOWDY DOODY show in February that he has been brought back for an extended return engagement on the popular kiddie show (Mondays through Fridays, NBC-TV, 5:30-6:00 p.m., EST).

The two-and-a-half-year-old Zippy does almost everything except talk back to its trainer, Lee Ecuyer. His antics have been keeping youngsters glued to their sets in complete fascination.

A six-year-old Salem, Mass., youngster watching the program at home stared so intently at the performing chimp that his mother remarked, "Knows more than you do, doesn't he?"

Without a smile or so much as a turn of his head the boy replied, "Sure. He's been better trained."

-----O-----

NBC

TRADE NEWS

April 6, 1953

FAMED PILOT PAUL MANTZ WILL FLY NBC-TV CORONATION DAY
FILMS ACROSS OCEAN IN PLANE RIVALING A JET IN SPEED

The services of Paul Mantz, one of the great speed fliers in aviation history, will be utilized by NBC on Britain's Coronation Day, Tuesday, June 2. Mantz will speed film footage made in London by NBC camera crews back to this country, thereby enabling American televiewers to see the historic crowning of Queen Elizabeth II within hours after the event.

Paul Mantz is a three-time winner of the Bendix Trophy. He has flown film for NBC before on such important news stories as the return of Douglas MacArthur to this country and atom bomb tests.

For his Coronation Day assignment, Mantz will fly a souped-up P-51, capable of speeds rivaling those of jets. Among the special equipment he has installed is a super high-powered radio for trans-oceanic communication. Mantz will fly even under adverse weather conditions.

On Jan. 22, 1950, Mantz set a record for propeller-driven aircraft when he flew a P-51 from Burbank, Calif., to New York in 4 hours, 52 minutes and 58 seconds. The famous flier, who is now in Brazil on another special mission, is president of a California air line called Paul Mantz Air Services.

(more)

2 - Coronation

British Broadcasting Corporation kinescopes of the actual Coronation ceremonies in Westminster Abbey, as well as films of the colorful procession of Queen Elizabeth II's entourage through the streets of London, also will be flown to Montreal in two Royal Air Force Canberra jet bombers.

NBC-TV will present the Coronation film coverage from 6-7 p.m., EDT, and from 10:30 p.m. until midnight. NBC radio will go on the air at 5:30 a.m., EDT, and will broadcast the Coronation ceremonies live until 7:30 a.m., EDT. The radio network also will broadcast a second direct report from London at 12:15-12:45 p.m., EDT, recapitulating earlier events of the day and describing the Queen's appearance on the balcony of Buckingham Palace.

Four top NBC commentators -- George Hicks, Morgan Beatty, Henry Cassidy and Merrill Mueller -- have been assigned to cover the Coronation. NBC's radio and television coverage will be sponsored by General Motors.

-----O-----

NBC-New York, 4/6/53

April 6, 1953

NOTED ACTOR JOSEPH SCHILDKRAUT TO PLAY KING CLAUDIUS
IN MAURICE EVANS' TWO-HOUR TV PRODUCTION
OF 'HAMLET' APRIL 26 ON NBC

Joseph Schildkraut, for many years a distinguished actor of stage, screen and more recently television, has been signed to portray the important role of King Claudius in the Maurice Evans production of "Hamlet," to be seen in a special two-hour telecast on HALLMARK HALL OF FAME Sunday, April 26, on NBC-TV from 3:30-5:30 p.m., EDT.

Schildkraut was born in Vienna, the son of the internationally known actor, Rudolph Schildkraut. He prepared for a stage career at the American Academy of Dramatic Art and served his apprenticeship with the famed Max Reinhardt company in a repertoire of classic and modern plays.

Schildkraut made his Broadway debut in a play titled "Pagans" in 1921, then took Broadway by storm in the title role of Molnar's "Liliom," opposite Eva LeGallienne. The lead in Ibsen's "Peer Gynt" and the part of Benvenuto Cellini in "The Firebrand" were other early successes. Later the versatile actor distinguished himself further with Miss LeGallienne's well-remembered Civic Repertory Company in "Camille," "Alice in Wonderland" and again "Liliom," among others.

(more)

Visits to Hollywood for both the silent and talking screens have resulted in many distinguished performances. As a young man, he was seen as Judas in Cecil de Mille's oft-revived epic, "The King of Kings." He won an Academy Award for his impersonation of Captain Dreyfus in "The Life of Emil Zola" and received another "Oscar" for his work in the film version of Poe's "The Tell-Tale Heart." "Marie Antoinette" and "The Man in the Iron Mask" are two more of his many screen credits. Between film assignments, he was producing manager of the Hollywood Playhouse for four years.

His more recent Broadway appearances have included Odets' "Clash by Night" in the company of Talullah Bankhead, a reunion with Miss LeGallienne in the long-run hit, "Uncle Harry," a leading part in the Margaret Webster-LeGallienne production of "The Cherry Orchard," the role of Mr. Dulcimer in the revival of "The Green Bay Tree" and, just this season, a notable performance in Shakespeare's "Love's Labour's Lost," for which he won unanimous critical kudos. The occasion marked Schildkraut's initial appearance on the English-speaking stage in a Shakespearean production, though he had appeared many times before in the Bard's works on the Continent, in German.

-----O-----

NBC-New York, 4/6/53

April 6, 1953

BOB COOKE, LINDSEY NELSON AND JOE HASEL TO BROADCAST
ON THE SPOT REPORTS OF MASTERS GOLF TOURNEY

Bob Cooke, sports editor of the New York Herald Tribune; and NBC's Lindsey Nelson and Joe Hasel will provide divot diggers across the land with on-the-spot reports of the Masters Invitation Tournament, one of golfdom's top events, over NBC radio from Thursday through Sunday, April 9-12.

This trio of experts will broadcast directly from the Augusta, Ga., National Golf Club at a wide range of times during the four-day competition, so that golf fans will have virtually a running report.

America's most gifted golfers will compete in this four-round classic over one of the most beautiful -- and difficult -- courses in the world. The course was designed by the all-time golf great, Bobby Jones, who was a keen student of the courses he played and hoped some day to help build something different. When Jones retired from competition in 1930, he and a group of friends purchased a 365-acre tract in Augusta which was available at depression prices. The world-famed Scottish architect, Dr. Alister MacKenzie, was engaged and work began in 1931.

The Masters was won last year by Sam Snead, with a four-round total of 286. Lloyd Mangrum's 32-32 for a 64 in 1940 is the course competitive record.

(more)

March 11, 1902

Dear Sir,
I have the honor to acknowledge the receipt of your letter of the 10th inst. in relation to the matter of the proposed extension of the line of the New York and New Jersey Electric Railway Company from the city of New York to the city of Jersey City.

The Board of Directors of the New York and New Jersey Electric Railway Company has considered the matter and has decided to grant the extension of the line of the New York and New Jersey Electric Railway Company from the city of New York to the city of Jersey City, subject to the approval of the State of New Jersey.

The Board of Directors of the New York and New Jersey Electric Railway Company has also decided to grant the extension of the line of the New York and New Jersey Electric Railway Company from the city of New York to the city of Jersey City, subject to the approval of the State of New Jersey.

The Board of Directors of the New York and New Jersey Electric Railway Company has also decided to grant the extension of the line of the New York and New Jersey Electric Railway Company from the city of New York to the city of Jersey City, subject to the approval of the State of New Jersey.

Very respectfully,
The Board of Directors of the New York and New Jersey Electric Railway Company

2 - Golf Tourney

Snead will be back to defend his title, although no player ever has won two successive Masters Tournaments. Among other top contestants are Ben Hogan, winner of the '51 Masters; Byron Nelson, Lloyd Mangrum, Cary Middlecoff and young Jack Burke, Jr., who fired a brilliant 69 in last year's final round. Australia will be represented by Peter Thomson, and Brazil by Ricardo Rossi. Jack Westland, 1952 National Amateur titlist; Frank Stranahan and Harvie Ward, current British Amateur champion, lead the amateur list.

Broadcast times (EST) are as follows:

Thursday, April 9 -- 6:00-6:15 p.m.

Friday, April 10 -- 6:00-6:15 p.m.

Saturday, April 11-- 3:00-3:30 p.m.

4:00 4:15 p.m.

5:00-5:30 p.m.

Sunday, April 12 -- 12:15-12:30 p.m.

1:30- 2:00 p.m.

3:45- 4:00 p.m.

5:00- 5:30 p.m.

6:00- 6:15 p.m.

-----O-----

NBC-New York, 4/6/53



TRADE NEWS

April 7, 1953

SIGMA DELTA CHI, NATIONAL JOURNALISTIC FRATERNITY,
GIVES 3 AWARDS TO NATIONAL BROADCASTING COMPANY

- - -

Charles and Eugene Jones and Commentator Utley Honored

FOR RELEASE THURSDAY A.M., APRIL 9

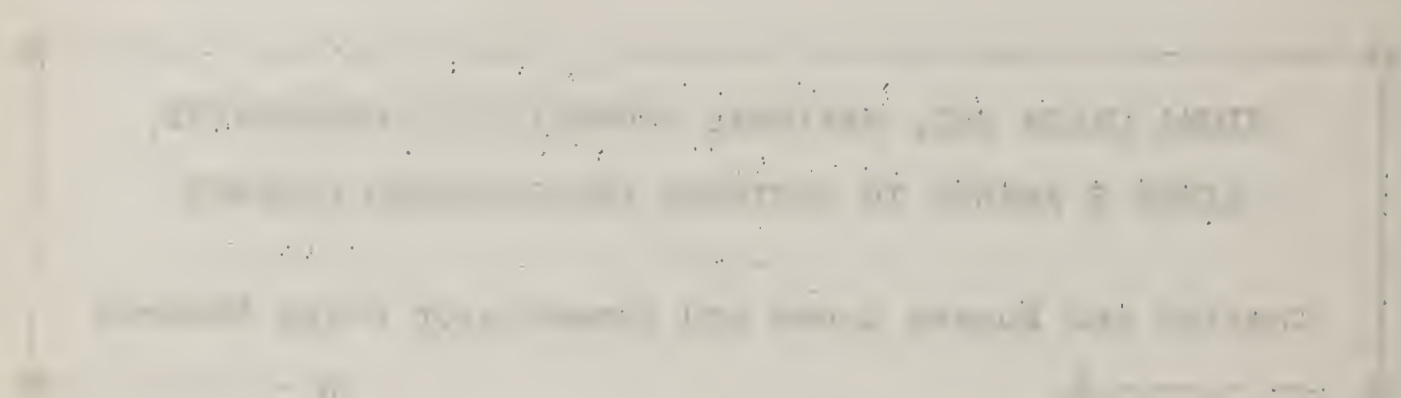
The National Broadcasting Company was the recipient of three awards announced today by Sigma Delta Chi, national professional journalistic fraternity which represents 22,000 newsmen.

The awards were judged by 46 journalists and other distinguished Americans from coast to coast and have been made annually since 1935. They will be presented to the winners at Chicago's Conrad Hilton Hotel on May 25.

For distinguished service in the field of radio and television reporting, Charles and Eugene Jones, NBC camera correspondents, were honored in recognition of their tele-documentary of the Russian-Turkish frontier, which was presented on NBC's "Battle Report" last April.

Clifton Utley, NBC Chicago commentator, received an award for distinguished radio news writing. The judges called Utley much more than a commentator and analyst, but also a philosopher with a rich knowledge of history and politics. Cited particularly was his NBC broadcast of October 19, 1952, which was devoted to the grim alternatives of the Iranian dilemma.

(more)



THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. It begins with the first settlers, who came to the New World in search of a better life. They found a land of opportunity, but also a land of challenge. The early years were marked by conflict and struggle, as the settlers fought to establish their own society. Over time, the United States grew from a small colony into a great nation. It became a land of freedom and democracy, where every citizen had the right to participate in the government. The United States has always been a land of opportunity, where anyone can achieve the American dream. It is a land of hope and possibility, where the future is always within reach. The history of the United States is a story of progress and achievement. It is a story of a nation that has overcome all odds to become one of the most powerful and influential in the world. The United States is a land of great promise, and its future is bright. We are proud to be Americans, and we are committed to the values that have made our nation great. We will continue to strive for a better future for all, and we will always stand for the principles of freedom and democracy. The history of the United States is a story of a nation that has never stopped growing. It is a story of a nation that is always moving forward, and it is a story of a nation that is always looking for a better way. The United States is a land of great promise, and its future is bright. We are proud to be Americans, and we are committed to the values that have made our nation great. We will continue to strive for a better future for all, and we will always stand for the principles of freedom and democracy. The history of the United States is a story of a nation that has never stopped growing. It is a story of a nation that is always moving forward, and it is a story of a nation that is always looking for a better way.

2 - Sigma Delta Chi Awards

NBC, along with other major networks, was honored for its television coverage of the national political conventions, "a new chapter in journalistic history." The networks were praised for their comprehensive coverage, enterprise and impartial presentation.

At a time when interest in the Russian-Turkish frontier was unusually high, the Jones brothers were the first foreign newsmen to visit this highly restricted area. At considerable personal discomfort and at times in actual danger, they went on patrols through the mountains, covered ski and cavalry maneuvers, interviewed numerous key persons from the President of Turkey to a soldier in a machine gun pit overlooking Russia, and in every way did a complete, comprehensive and authoritative reporting job exclusively for radio and television presentation.

Sons of a newspaperman, the Jones twins were born in Washington on August 1, 1925. At the age of 16, each took a copy boy's job on a Washington newspaper, Gene with the Times and Charlie with the Daily News. At 18 they joined the Marines, flunked out of combat photography school, but still managed to become frontline cameramen. They won citations for their coverage of the bloody battle for Iwo Jima, and when the war ended they returned to news photography. They brought in some of the most spectacular disaster photos of the post-war years.

In 1950, NBC signed the Jones boys to shoot front-line action in Korea. The films they sent home -- parachute jumps behind enemy lines, a bayonet charge, the Hill 303 massacre -- were

(more)

3 - Sigma Delta Chi Awards

spectacular. Both twins were wounded in action. Gene was hit in the stomach by a mortar fragment as he went in with the first wave at Inchon, while Charlie was hit a week later in the battle for Seoul.

Since Korea, they have continued to roam and score exclusives. Wherever there is trouble the Jones boys feel at home. Their autobiography, "Double Trouble," was published last year.

The award which the Joneses are to receive from Sigma Delta Chi is by no means their first. They also have won the Gold Medallion of U.S. Camera, the National Headliners Award, a Freedom Foundation medal and many other honors.

-----O-----

NBC-New York, 4/7/53

13 NBC STARS AND PROGRAMS WIN TOP HONORS
IN NATIONWIDE RADIO-TV MIRROR POLL

FOR RELEASE FRIDAY, APRIL 10

Television and radio viewers, in a nationwide poll conducted by Radio-TV Mirror magazine, have chosen 13 NBC programs and personalities as their favorites for the 1952-53 season.

The awards, announced in the May issue of Radio-TV Mirror on the stands today (April 10), go to:

NBC RADIO WINNERS

DINAH SHORE -- Favorite Radio Female Singer

BOB HOPE -- Favorite Radio Comedian

JACK WEBB -- Favorite Radio Dramatic Actor ("Dragnet")

GROUCHO MARX -- Favorite Radio Show ("You Bet Your Life")

STRIKE IT RICH -- Best Radio Show

NBC-TV WINNERS

IMOGENE COCA -- Favorite TV Comedienne ("Your Show of Shows")

JACK WEBB -- Favorite TV Dramatic Actor ("Dragnet")

DRAGNET -- Favorite TV Mystery Show

JIMMY POWERS -- Favorite TV Sportscaster

KRAFT TELEVISION PLAYHOUSE -- Favorite TV Dramatic Show

HAWKINS FALLS, POP. 6,200 -- Favorite TV Daytime Serial Drama

THE KATE SMITH SHOW -- Favorite TV Women's Show

KUKLA, FRAN AND OLLIE -- Favorite TV Children's Show

-----O-----

NBC-New York, 4/7/53

NBC TO BROADCAST 2 SPEECHES BY PRESIDENT EISENHOWER

Two speeches by President Eisenhower on April 12 and April 16 will be broadcast by NBC.

On Sunday, April 12, the President's address to the Pan American Union will be heard on NBC radio from 12:30-12:45 p.m., EST.

On Thursday, April 16, the President will speak before the American Society of Newspaper Editors in Washington, D.C. and this speech will be carried by NBC on both radio and television from 1:00-1:30 p.m., EST.

-----O-----

NBC-New York, 4/7/53

NBC FILM DIVISION

NBC TRADE NEWS

'THE VISITOR,' LATEST NBC FILM DIVISION PROPERTY,
SOLD TO STATIONS IN SCRANTON, DECATUR

- - -

Other Recent Syndication Sales Are Announced

THE VISITOR, the NBC Film Division's latest property to be offered for syndication (currently running on the NBC television network as "The Doctor"), has already been sold to WTVU, Scranton, Pa.; and WTVP, Decatur, Ill., according to John B. Cron, national sales manager for the NBC Film Division.

Other recent sales include those of the DOUGLAS FAIRBANKS PRESENTS series, now sold in 60 markets, to WDSU-TV, New Orleans, for sponsorship by Jahncke Service, Inc.; WMCT, Memphis, for sponsorship by the Black and White Stores; WFAA-TV, Dallas; KSBW Salinas, Calif.; KBMT Beaumont, Tex.; KETS Tyler, Tex.; WTVS, Gadsden, Ala.; WPTV, Ashland, Ky.; WLTV, Wheeling, W. Va.; and WUTV, Youngstown, Ohio.

The Fairbanks series also has been sold in the Pittsburgh market for sponsorship by the People's Natural Gas Co. through Ketchum, MacLeod and Grove; in the Sioux City, Iowa, market, for sponsorship by Phillips Petroleum through the Lambert & Feasley agency; and in the Huntington, W. Va., market for sponsorship by the Ashland Oil & Refining Co. (Byer & Bowman is the advertising agency).

DANGEROUS ASSIGNMENT, which has been sold in a record total aggregate 96 markets (not all running currently), was most recently bought in the Denver market by the Ted Levy advertising agency; and by the stations in Scranton, Decatur and Salinas.

Other new markets for "Dangerous Assignment" include WBAY-TV, Green Bay, Wis.; KMBT, Beaumont, KETS, Tyler; WTVS, Gadsden; WPTV, Ashland; WLTV, Wheeling; WUTV, Youngstown and KIDO, Boise. The series

(more)

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

2 - Sales

has been bought in the Altoona, Pa., market for sponsorship by Nash-Kelvinator through Friedman & Rich; in the Erie, Pa., market for sponsorship by Darling's Jewelry through Friedman & Rich; and in the South Bend, Ind., market for sponsorship by Modern Motors through the Frank J. Hogan agency.

THE LILLI PALMER SHOW has been sold to the stations in Decatur, Ashland, Wheeling and Youngstown.

The one-hour HOPALONG CASSIDY films have been sold most recently to the stations in Decatur, Salinas, Beaumont, Tyler, Gadsden, Ashland, Wheeling, and Youngstown. The films also have been sold to WNAO-TV, Raleigh, N.C., and in the St. Petersburg-Tampa (Fla.) market for sponsorship by the Roberts Dairy Co. through Jack Lacey Advertising.

KTXL, San Angelo, Tex., has bought the Film Division's Daily News Report and Weekly News Review. In addition, the weekly series has been sold to the Decatur station and the daily news show to the Salinas station.

THE LIFE OF RILEY has been sold to WEEK-TV, Peoria, Ill., for sponsorship by the Necchi Sewing Machine Co., and to KOTV, Tulsa, Okla.

-----O-----

NBC-New York, 4/7/53

NBC

TRADE NEWS

April 8, 1953

GENERAL FOODS WILL SPONSOR BOB HOPE ON NBC TELEVISION
DURING 1953-1954 SEASON; COMIC ASSIGNED TEN PROGRAMS

- - -

Will Appear Tuesday Nights and Continue Day and Night Radio Shows

Frank White, president of the National Broadcasting Company, today announced that General Foods will sponsor Bob Hope on NBC television for the 1953-54 season and will continue sponsorship through the same period of his five-a-week morning radio show.

A top favorite with the morning radio audience and a click for more than 15 years in nighttime radio, Hope has been signed to star in ten appearances on the NBC-TV network Tuesday nights from 8 to 9 p.m. (EST) sharing the time made famous by Milton Berle. Hope will also continue his regular nighttime radio program. Bob's morning radio program is heard at 11:45 (EST) weekdays and his nighttime radio series is at 10 p.m. (EST) Wednesdays.

The financial terms for one of broadcasting's biggest contracts were not disclosed.

(more)

Page 10

CONFIDENTIAL - This document contains information that is exempt from public release under the Freedom of Information Act, 5 U.S.C. 552, and is being furnished to you for your information only. It is not to be distributed outside your agency.

This document contains information that is exempt from public release under the Freedom of Information Act, 5 U.S.C. 552, and is being furnished to you for your information only. It is not to be distributed outside your agency.

The information contained in this document is being furnished to you for your information only. It is not to be distributed outside your agency.

This document contains information that is exempt from public release under the Freedom of Information Act, 5 U.S.C. 552, and is being furnished to you for your information only. It is not to be distributed outside your agency.

The information contained in this document is being furnished to you for your information only. It is not to be distributed outside your agency.

This document contains information that is exempt from public release under the Freedom of Information Act, 5 U.S.C. 552, and is being furnished to you for your information only. It is not to be distributed outside your agency.

The information contained in this document is being furnished to you for your information only. It is not to be distributed outside your agency.

This document contains information that is exempt from public release under the Freedom of Information Act, 5 U.S.C. 552, and is being furnished to you for your information only. It is not to be distributed outside your agency.

The information contained in this document is being furnished to you for your information only. It is not to be distributed outside your agency.

CONFIDENTIAL - This document contains information that is exempt from public release under the Freedom of Information Act, 5 U.S.C. 552, and is being furnished to you for your information only. It is not to be distributed outside your agency.

CONFIDENTIAL - This document contains information that is exempt from public release under the Freedom of Information Act, 5 U.S.C. 552, and is being furnished to you for your information only. It is not to be distributed outside your agency.

2 - Bob Hope

"We are highly gratified to be able to bring Bob Hope to our Tuesday night television audience," said White. "At the same time we are pleased to see such a major national advertiser as General Foods recognize the great values of morning radio by continuing Bob in his highly successful morning program in that medium."

Participating for NBC in negotiations were White, John K. Herbert, vice president in charge of Radio and Television, Charles Barry, vice president in charge of Programs, and Gustav B. Margraf, vice president for talent and program administration. Hope was represented by James L. Saphier. General Foods was represented by its agency, Young and Rubicam.

Hope entered morning radio last Fall for General Foods and was a favorite from the start with the housewives who found his patter and guest stars a new and stimulating interlude in their daily lives. Hope was honored recently by the Friars Club of New York City at a dinner marking his 15th anniversary in radio. Bob also was awarded a special "Oscar" by the motion picture industry at the recent 25th anniversary presentations of the Academy of Motion Picture Arts and Sciences. He made his TV debut on Easter Sunday in 1950.

-----O-----

NBC-New York, 4/8/53



TRADE NEWS

April 8, 1953

NBC-TV 'AMERICAN INVENTORY' DOCUMENTARY SERIES RENEWED
FOR 39 WEEKS; EXPERIMENTAL EDUCATIONAL GOALS OUTLINED

- - -

Programs Are Presented In Cooperation With Alfred P. Sloan
Foundation; Series Has Won Many Awards

NBC's weekly experimental venture into adult education by television, "American Inventory," has been renewed for an additional 39 weeks, according to an announcement from the Alfred P. Sloan Foundation, with whose cooperation the series is presented. The program, televised nationally on Sundays from 2:00 to 2:30 p.m., EST, recently marked its 75th telecast.

Outlining the program's goals for the coming cycle, William Hodapp, executive director of Teleprograms, Inc., and producer of "Inventory," said: "Television admittedly can report superbly. But it has an additional important function. Reporting alone is not enough. The TV medium can interpret more dynamically than any other medium. It can, for example, interpret factors which involve our American economic behavior, but it must succeed in explaining plainly to someone other than the economics expert what these factors are."

(more)

14-00000

April 27, 1944

MEMORANDUM FOR THE RECORD
SUBJECT: [Illegible]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

(10)

In line with this view, the program will, during the rest of the year, experiment with new techniques both of presentation and interpretation. The program's viewers can look for:

1. More "pilot" telecasts, showcasing programs in the public service field for possible commercial sponsorship. Among these will be a program devoted to newly developed techniques of crime detection, to be produced in collaboration with a leading Eastern university.

2. An exploration of the whole area of agricultural television in an attempt to develop a good video farm program series.

3. Experimentation in the field of cartoon features, the first of which will deal with the subject of profits.

4. More stress on what the "Inventory" staff calls "the suggestive historical approach," recreating history by props rather than by elaborate settings. A recent example of this on the "Inventory" series dealt with the subject of credit, with some of the actors wearing medieval Florentine costumes over partly visible jeans (or tweeds).

5. Additional stress on "community action" themes, among them stories on Colby College in Maine, on teen-age groups in Westwood, N.J., and Mineola, N.Y., on volunteer firemen in St. Matthews and Harrods Creek, Ky. There will be closer tie-ins with NBC-TV affiliated stations throughout the country and with community leaders in those cities in an effort to develop local and regional stories into telecasts of national interest.

(more)

In the main, the program will be designed to be a part of the national identity of the country. The program will be designed to be a part of the national identity of the country.

1. The "National Identity" program will be designed to be a part of the national identity of the country. The program will be designed to be a part of the national identity of the country. The program will be designed to be a part of the national identity of the country.

2. The program will be designed to be a part of the national identity of the country. The program will be designed to be a part of the national identity of the country. The program will be designed to be a part of the national identity of the country.

3. The program will be designed to be a part of the national identity of the country. The program will be designed to be a part of the national identity of the country. The program will be designed to be a part of the national identity of the country.

3 - 'American Inventory'

6. Continuing search for new "panel-with-a-difference" formulas, such as the panel-demonstrations and rumpus room settings developed earlier.

Since its start on the NBC-TV network July 1, 1951, the program has received many awards, among them last year the first prize given by the Institute for Education by Radio and Television at Ohio State University for TV network programs devoted to systematic instruction. It was honored on that occasion for "effective visual development of a wide variety of themes basic to understanding of American democracy."

Among the notable programs presented on this series in the recent past were telecasts on the man-made mechanical heart (an on-the-spot show from Harper Hospital, Detroit), on savings (an economics story presented by Burr Tillstrom and his "Kukla, Fran and Ollie" troupe), on a U.S. lawyer (one of its continuing TV gallery of professional portraits), and a series of documentaries filmed in Europe. The latter included programs treating the Schuman Plan, the Council of Europe, the American tourist, and American investments overseas.

Robert Wald continues as associate producer of "Inventory," and Laurence Schwab Jr. as director.

-----O-----

NBC-New York, 4/8/53

April 8, 1953

NBC RADIO PLANS VARIETY OF COLORFUL PRE-CORONATION
PROGRAMS FEATURING NETWORK'S LEADING COMMENTATORS

In addition to complete coverage of the historic event itself on Tuesday, June 2, NBC radio will provide listeners with a wide variety of appropriate programs in advance of the Coronation of Queen Elizabeth II of Great Britain.

From 6:30-7:00 p.m., EDT, on three successive Sundays, May 17, 24 and 31, the NBC News and Special Events Department will present three special programs narrated by top news commentators who will be in London for the colorful ceremonies. Henry Cassidy, former European news manager, will be heard as general narrator.

On May 17, Morgan Beatty, commentator on the top-rated radio news program, "News of the World," will narrate "A History of Coronations," which will include tape-recorded inserts from Coronations of the past. On May 24, Merrill Mueller, former NBC London bureau manager, will be heard on "Who Is Queen Elizabeth?" This program will include recordings of Queen Elizabeth's voice from girlhood to the present.

(more)

2 - Coronation

The third program in the series, "London on the Eve," will be narrated by George Hicks, veteran special events commentator, and will include tape recordings made in every corner of London as the city prepares for the great day. The series will be written by William Bales, who handled the script for NBC's memorable "End of an Era."

From Monday, May 25, through Wednesday, June 3, Morgan Beatty's two weekday "News of the World" broadcasts (7:30 p.m., EDT, and 11:15 p.m., EDT) will originate in London. George Hicks will originate spots for his 1:30-1:45 p.m., EDT, news program from London on both Monday, June 1, and Coronation Day, June 2.

On both days there also will be sizeable inserts on "Three Star Extra" at 6:45 p.m., EDT. These will be handled from London by Ray Henle. "World News Roundup," heard from 8:00-8:15 a.m., EDT, will carry Coronation inserts on both days.

On Coronation Day, NBC radio will go on the air at 5:30 a.m., EDT, and will broadcast the Coronation ceremonies live until 7:30 a.m., EDT. The radio network also will broadcast a second direct report from London at 12:15-12:45 p.m., EDT, reviewing earlier events and describing the appearance of Britain's first Queen in 51 years on the balcony of Buckingham Palace following the ceremonies in Westminster Abbey.

NBC will have an observer in the Abbey, in addition to commentators at Victoria Monument, opposite Buckingham Palace; Trafalgar Square, and at a point opposite the Abbey. NBC's team of crack commentators will provide American listeners with on-the-spot descriptions of the splendour and pageantry of the great procession from Buckingham Palace to the Abbey, the cheers of the millions who will jam the ancient streets of London, and the colorful march back to the Palace, where the newly-crowned young Queen will address her subjects.

-----o-----

NBC-New York, 4/8/53

NBC RADIO NEWS

NO TOSCANINI -- NBC SYMPHONY TOUR THIS SPRING

The National Broadcasting Company has had to abandon the idea of a Spring tour for Maestro Arturo Toscanini and the NBC Symphony Orchestra because of many practical difficulties.

Maestro Toscanini and NBC were anxious to have a Spring tour of American cities which were not visited in the transcontinental tour of 1950. Toscanini, who enjoyed the last tour, was desirous of conducting for American audiences in many other cities.

The noted conductor has not revealed any of his future plans.

-----O-----

NBC-New York, 4/8/53

NBC TV NEWS

MANHATTAN AND MARYMOUNT COLLEGES TO PRESENT
HIGH AWARDS TO NBC-TV STAR DENNIS DAY

Dennis Day, singing comedian of NBC-TV's RCA VICTOR SHOW (Fridays, 8:00-8:30 p.m., EST), will receive two high awards from colleges in the New York Metropolitan area.

On Saturday, April 11, he will be presented the Manhattan College Alumni Medal of Honor at a banquet at New York's Statler Hotel. The presentation to Day, who is an alumnus of the College, will be made by Francis Cardinal Spellman, Archbishop of New York.

On Wednesday, April 15, he will receive a scroll from Marymount College, in ceremonies at an informal tea at the school campus, Tarrytown, N.Y.

First layman ever to receive Manhattan's highest award, Day was selected for "bringing into American homes through the medium of radio and television a high calibre of wholesome and thoroughly enjoyable entertainment" and for "leading an exemplary family life as a father and husband, in keeping with the highest traditions of Manhattan Men."

The Marymount award, an annual one from the faculty, student body and administrative staff, is given "to encourage a high calibre of entertainment in all communications media, and to commend those contributing their efforts and talent to the perfecting of the

(more)

2 - Dennis Day

communications arts." It was felt that "the ideal program for family listening is the 'RCA Victor Show' starring Dennis Day." Day will receive the scroll from Miss Ellen Amorosi, president of the Student Body.

Announcement of the Manhattan Award was made by George F. Knapp, president of the Manhattan College Alumni Society. Mother Therese, president of Marymount, announced the award to Day from that school.

-----O-----

NBC-New York, 4/8/53

1. The first part of the document is a letter from the President of the United States to the Congress.

2. The second part is a report on the state of the Union.

3. The third part is a report on the state of the Treasury.

4. The fourth part is a report on the state of the Navy.

5. The fifth part is a report on the state of the Army.

6. The sixth part is a report on the state of the Department of the Interior.

7. The seventh part is a report on the state of the Department of Justice.

8. The eighth part is a report on the state of the Department of Education.

9. The ninth part is a report on the state of the Department of Agriculture.

ROY ROGERS, NBC-TV AND RADIO 'KING OF THE COWBOYS' WINS
BOYS CLUBS OF AMERICA 'GOLDEN MAN AND BOY AWARD'

FOR RELEASE FRIDAY APRIL 10

David W. Armstrong, national director of the Boys Clubs of America, last night (April 9) presented the Club's Golden Man and Boy Award to Roy Rogers, "King of the Cowboys," starred on NBC-TV and radio series.

The special award, given to Rogers during his NBC radio show is awarded "to men who have contributed service to the Boys Clubs of America and to those who have served the cause of youth in general."

The Award -- a statuette of a man standing behind a typical club member -- symbolizes the philosophy of the clubs, Armstrong said.

In making the presentation to Rogers, Armstrong said: "It gives me great pleasure to present to you the Golden Man and Boy Award given annually by the Boys' Clubs of America. The trophy is awarded to you, not only for your help in our plans for Boys' Club week, April 13 to 19, but for your constant devotion to the cause of youth throughout the country."

The award was first presented to Hal Peary, four years ago. Since then it has been given to Bob Hope, Bing Crosby, Joe DiMaggio, Dale Carnegie, Edgar Bergen and Red Skelton.

-----O-----

ROY ROGERS, NBC-TV AND RADIO 'KING OF THE COWBOYS' WINS
BOYS CLUBS OF AMERICA 'GOLDEN MAN AND BOY AWARD'

FOR RELEASE FRIDAY APRIL 10

David W. Armstrong, national director of the Boys Clubs of America, last night (April 9) presented the Club's Golden Man and Boy Award to Roy Rogers, "King of the Cowboys," starred on NBC-TV and radio series.

The special award, given to Rogers during his NBC radio show is awarded "to men who have contributed service to the Boys Clubs of America and to those who have served the cause of youth in general."

The Award -- a statuette of a man standing behind a typical club member -- symbolizes the philosophy of the clubs, Armstrong said.

In making the presentation to Rogers, Armstrong said: "It gives me great pleasure to present to you the Golden Man and Boy Award given annually by the Boys' Clubs of America. The trophy is awarded to you, not only for your help in our plans for Boys' Club week, April 13 to 19, but for your constant devotion to the cause of youth throughout the country."

The award was first presented to Hal Peary, four years ago. Since then it has been given to Bob Hope, Bing Crosby, Joe DiMaggio, Dale Carnegie, Edgar Bergen and Red Skelton.

-----O-----

THE SECRETARY OF THE ARMY, WASHINGTON, D. C.
MAY 10 1964
TO THE SECRETARY OF THE ARMY, WASHINGTON, D. C.

REPLY TO THE SECRETARY OF THE ARMY

Dear Sir: I am pleased to hear that the
Army is planning to hold a conference on the
subject of "The Army and the Future". I am
sure that the conference will be a most
productive one.

The Army is a very important part of our
country and it is our duty to ensure that it
is always ready to meet the challenges of the
future. I am sure that the conference will
discuss the many ways in which the Army can
improve itself and better serve the country.
I am sure that the conference will be a most
productive one. I am sure that the conference
will be a most productive one. I am sure that
the conference will be a most productive one.
I am sure that the conference will be a most
productive one. I am sure that the conference
will be a most productive one. I am sure that
the conference will be a most productive one.

Sincerely,
The Secretary of the Army

Very truly yours,
The Secretary of the Army

FOR SECOND CONSECUTIVE YEAR, 'HOWDY DOODY'
IS TOP DAYTIME TV SHOW IN TRENDX STUDY

The latest Trendex study of daytime television showed NBC-TV's children's classic HOWDY DOODY (Mondays through Fridays, 5:30-6:00 p.m., EST) repeating for the second year in succession as the top daytime program on the air.

The study, comparing the first week in February, 1952, to that of February, 1953, also revealed that "Howdy Doody" led the field in the impressive strides made by daytime television toward increasing its viewing audience.

In February, 1952, "Howdy Doody" had a 13.6 rating. In February of this year the rating had advanced to 15.2.

-----O-----

NBC-New York, 4/8/53



TRADE NEWS

April 9, 1953

NBC COMMENTATOR HENRY CASSIDY WILL DELIVER PRINCIPAL ADDRESS
AT DINNER MEETING OF THE INSTITUTE FOR EDUCATION BY RADIO-TV

- - -

Several Other NBC Personalities to Participate in Ohio Sessions

NBC commentator Henry C. Cassidy will deliver the principal address at the dinner meeting of the 23rd Institute for Education by Radio-Television at Columbus, Ohio, April 18. His subject will be "Communism Since the Death of Stalin."

Other NBC participants in the institute, to be held April 16 19 under auspices of Ohio State University, will be Edward Stanley, manager of public service programs, who will take part in a symposium before the opening general session on the subject of the telecasting of legislative hearings (April 16); William Hodapp, producer of the NBC-TV "American Inventory" program, who will take part in a work-study group discussion of programs and problems of adult education by radio and television (April 18); Richard Pack, director of programs and operations for WNBC-WNBT, New York, who will be chairman of a special interest group devoted to discussion of techniques in educational television (April 18); and Betty Ross, assistant director, Public Affairs and Education, NBC Central Division, who will take part in a work-study group discussing the training of local religious leaders for broadcasting, and a special interest group discussing school telecasting (April 17).

-----O-----

THE

THE

THE

NBC TRADE NEWS

'KATE SMITH HOUR' LAUNCHES NEW 'TALENT SHOWCASE'
SEGMENT ON NBC-TV SERIES

Producer Ted Collins will inaugurate a new type segment, entitled "Talent Showcase" on the NBC-TV variety program THE KATE SMITH HOUR (Monday through Friday, 4 p.m., EST) during the week of April 20.

The new segment will present promising young entertainers in their television debuts. They will be selected by Collins, assisted by associate producer Barry Wood.

The initial offering of "Talent Showcase" is scheduled for Friday, April 24, when Collins will present Evie Lynn, modern ballet dancer; Jose Duval, singer; the Showtimers, two boys and a girl who sing and dance in musical comedy style, and Phil Romano, violinist.

-----O-----

NBC-New York, 4/9/53

NBC

TRADE NEWS

April 10, 1953

GILT-EDGED CAST, BRILLIANT PRODUCTION WORKERS
TO SURROUND MAURICE EVANS WHEN NBC-TV
PRESENTS 'HAMLET' ON APRIL 26

A gilt-edged cast of seasoned veterans of stage and screen will be seen in the company of the world-famous Shakespearean actor, Maurice Evans, when he makes his television debut in a two-hour production of "Hamlet," on HALLMARK HALL OF FAME Sunday, April 26 (NBC-TV, 3:30-5:30 p.m., EDT).

Ruth Chatterton will portray the role of the Queen; Joseph Schildkraut the King; Sarah Churchill, Ophelia, and Barry Jones, Polonius.

Other important parts will be acted by such well-known players as Wesley Addy, Neva Patterson, Malcolm Keene, William Smithers, Noel Leslie, Chester Stratton, Francis Bethencourt, Norman Barrs, Alan Shayne and Winston Ross.

The television adaptation of Shakespeare's text has been done by Mildred Freed Alberg and Tom Hughes Sand.

Albert McCleery will serve as NBC executive producer and director. George Schaefer and Emmett Rogers, long associated with Evans' stage productions, are supervisor of production and associate producer,

(more)

1944-1945

* * * * *

ALIT-EDGED CASE, SPECIAL INVESTIGATION
TO THE POINT OF VIEW OF THE
FRESHMAN CLASS OF 1944

* * * * *

A slit-edged case of unusual character of shape and design
will be seen in the company of the well-known black-and-white
Maurice Evans, when he makes his appearance in a two-hour
duration of "Helter," an unusual case of the same kind of
TV, 8:30-9:30 p.m., 1944

Also Oaterton will receive the role of the same character
Schmittens the King; other characters, including the same, will
also

Other important parts will be played by the following stars
are as Wesley Aaby, Nave, Ted Trow, William Brown, William
Noel Leslie, Chester Gifford, William Brown, and others, who
Shayne and Winston Ross.

The television production of "Helter" is expected to be seen
by Alfred Fred Albert and Tom Brown, 1944.

Alfred Hooten will appear as the character of the same
actor. George Hooten and Ernest Hooten, from a production with Hooten,
stage productions, are mentioned in production and research documents.

respectively. Richard Sylbert has designed the scenery. Costumes are by Guy Kent and Noel Taylor. Roger Adams has composed the original music, which will be conducted by William Brooks. Hallmark Greeting Cards is the sponsor.

The production will be unique in many respects. In addition to marking the video debut of a great actor, it will be the longest dramatic show yet to be produced on TV and will be given on the day generally celebrated as the Bard of Avon's birthday.

Five cameras, including a Zoomar lens, will be manned by top NBC-TV cameramen in NBC's 106th Street studios in New York. They will remain with the production from the first camera rehearsal through the actual telecast, which is an exception to general practice. There will be four days of full camera rehearsal, the longest of any previous production, comprising a consecutive total of twenty-two hours. Rehearsals with cast principals commenced on April 6 and have been progressing intensively ever since, from 11:00 a.m. till 6:00 p.m. daily, with half-hour lunch breaks. Exceptions have been Wednesday and Saturday afternoons, when Mr. Evans is at the theatre to perform in his current Broadway smash hit, "Dial 'M' For Murder."

For a full fortnight before the first cast call, Evans and his associates met at his home in Greenwich Village (formerly a 19th Century firehouse), where the production was entirely blocked out on paper. Pouring over a floor plan laid out on a table, Evans and McCleery, in close consultation with Schaefer, Rogers, designer Sylbert and co-adaptor Freed, plotted each camera shot in detail, so that by the time they met with the actors, there was an orderly concept of

(more)

what they wanted technically. Nor was any time wasted after the initial reading of the script with entire cast, on April 6. Following a short lunch break, scenes were immediately blocked out on the studio floor with the actors.

Sylbert's set is a model of flexibility and variety. The fluidity of his inventiveness in a floor space of 72 by 60 feet has made it the equivalent of a set of 200 by 100. Inspired by such English originals as Blenheim and Buckingham Palace, the designer has striven for a feeling of space and mood necessary to allow Evans to project fully the character of the restless and melancholy Dane. The central superstructure, made up of four huge columns, is so designed that the entire set can be shot as one imposing edifice or as seven separate playing areas representing various parts of the castle. Each column is roomy enough to be occupied during the performance by a "mike" boom and its operator, totally hidden from view. At no time will it be possible for an actor to be out of sound range while moving about and speaking lines.

"Perimeter shooting" will permit all cameras to shoot into the set from any angle within a 360-degree orbit, at all points of the set's outermost edges, without the risk of catching the other cameras in the shot. Another novel aspect is the use of plastics in some 40% of the set's construction, notably in the cartouches, overmantels, overdoors and battlements. In addition to the saving in material costs, the plastic will weigh one-eighth as much as wood, while retaining all the important realistic architectural details. Bolder use of color will be made than usually employed in the currently accepted "grey scale," with the concentration on more intense whites and deeper blacks, for heightened dramatic effects.

(more)

The Kent-Taylor costumes, deriving their main inspiration from late Victorian and Edwardian times, are planned to evoke a period not so distant as to seem archaic nor so modern as to prove distracting or humdrum. Evans' choice of this period for the costumes is to help make the mass television audience, which may number well into the millions, more conscious of the modern parallel in the play.

Veteran of many Shakespearean productions, including a brutally-taxing, full-length four-hour version of "Hamlet," Evans is especially pleased with the script editing done expressly for TV by the Alberg-Sands duo. "The script," he says, "lets Shakespeare tell his own story. My admiration for the adaptation is that it has miraculously avoided the intrusion of a narrator. What could take four hours now takes two, without doing violence to the spirit or letter of the text; I think it is no mean feat of adaptation."

"Shakespeare used many contrivances for convenience. A line such as 'Take up the bodies,' at the end of the play was used only because the theatre of his day had no act curtain and he had to clear the stage. The TV camera, on the other hand, obligingly removes its focus from the bodies and performs a bit of editing which I am sure would have delighted Shakespeare. If Shakespeare had lived in the age of television, I feel that he would most assuredly not have neglected this vast entertainment medium."

-----O-----

NBC-New York, 4/10/53

NEW 'NBC AND YOU,' TELLING THE STORY OF A NETWORK,
IS DISTRIBUTED TO FIRM'S EMPLOYEES

A new, completely revised edition of the NBC employee's handbook, "NBC and You," was distributed to all network employees across the country this week.

The 72-page, glossy-paper manual, designed primarily to acquaint new employees with the workings of the network, also serves as a ready reference source for veteran NBC people. Produced under the supervision of Donald A. Rutledge, Employee Relations Manager, the book is divided into two main sections. Part One is titled "Your Company, Its Background and Operation," and Part Two is headed "NBC Policies and Practices."

"NBC and You" retells the history of the formation and development of the National Broadcasting Company, and of its parent company, the Radio Corporation of America, illustrated by rare photos from the past. The course of NBC is traced from its beginning to the present, and a brief look is taken at the future.

One of the subsections of Part One is devoted to an explanation of the concept of network broadcasting, and another shows how the NBC networks actually operate. The Owned and Operated Stations, Spot Sales Department and the Division Offices are examined in another section, highlighted by photos of the various NBC locations across the country.

(more)

THE FOLLOWING IS A SUMMARY OF THE INFORMATION RECEIVED FROM THE ABOVE SOURCE:

A new, completely revised edition of the WFO directory, "WFO and You," was introduced to all business enterprises in the county last week.

The 12-page, single-column general, business directory is designed to assist new enterprises with the location of the business. Also added are ready reference cards for various WFO programs. Printed under the supervision of Joseph A. Sullivan, telephone section manager, the book is divided into two main sections. First, the "WFO and You" section, the business and telephone, and the "WFO and You" section.

"WFO and You" covers the history of the business and the development of the National Broadcasting Company, and the history of the radio corporation of America. A list of radio stations in the area is given. The section of WFO is placed under the heading of the "WFO and You" section, and a list of the stations is given.

One of the objectives of WFO is to assist in the development of the county of radio broadcasting, and to assist in the development of the radio industry. The WFO and You section is designed to assist in the development of the radio industry, and the WFO and You section is designed to assist in the development of the radio industry.

Part Two, "Policies and Practices," explains to employees the methods and means of operation in use at NBC. It tells a new employee how to become established in his new position, and reviews, in detail, such basic aspects of the job as working schedules, salary provisions, payroll deductions, vacations and holidays. In addition, special sections are devoted to "housekeeping," safety, promotions, information facilities, service recognition, health and first aid arrangements, services for employees and similar matters. NBC's valuable insurance, retirement and hospitalization plans are also explained in detail.

The entire book is illustrated with both photos and drawings, and the front and rear covers contain gatefold maps of the radio and television network facilities of NBC.

-----O-----

NBC-New York, 4/10/53

'DRAGNET' STAFF OF MORE THAN 100 PEOPLE COMPLETE SHOOTING
OF NBC-TV TELEFILM SERIES THROUGH PROGRAM OF NOV. 15

Two Complete Films Produced Each Week Provide Big Backlog

MARK VII productions have announced completion of DRAGNET films for this season's series to cover scheduling of the series on NBC-TV through Nov. 15. (Thursdays 9 p.m., EST).

According to producer Michael Meshekoff, 47 television films were produced at the rate of two half-hour dramatizations a week, for this second series, totaling 61 "Dragnet" programs in all. The award-winning series, which is based on authentic case histories in the files of the Los Angeles Department, was produced in the Walt Disney Studios in Burbank, where two of the nation's largest sound stages were used.

The "Dragnet" offices employed more than 100 people and used 3,480,904 feet of film, two motion picture cameras, two still cameras, one camera crane, 300 pieces of various lighting equipment, 10,000 pieces of hand prop and set dressing articles and 200 wardrobe garments while in production.

In keeping with its policy of complete authenticity, DRAGNET gave full attention to the factual reproduction of set and constructed 12 for the various police divisions alone in a period of eight months. These were in addition to the numerous general sets and on-location scenes.

The set for the Police Department of the City of Los Angeles and the City Hall is a masterpiece in duplication and is identical in all aspects, right down to door knobs, positions and numbers on tele-

(more)

phones, calendars and pictures on the wall. In comparing photos of the set and the actual building, it is difficult for even members of the Police Department to tell them apart.

For each production, a police representative from the particular division pertaining to the program was always on hand to act as technical advisor.

DRAGNET, which has probably won more awards than any other program in the history of broadcasting and telecasting, stars actor-director Jack Webb as Detective Sergeant Joe Friday with Ben Alexander as his partner Detective Frank Smith. The series is produced by Michael Meshekoff. Stanley Meyer is executive producer. The scripts are adapted for television by Jack Robinson and frequently by Webb, himself. Musical scoring is by Walter Schumann.

-----O-----

NBC-New York, 4/10/53

RICHARD T. CONNELLY NAMED DIRECTOR OF NBC PRESS DEPARTMENT

FOR RELEASE MONDAY A.M., APRIL 13

The appointment of Richard T. Connelly of Young and Rubicam as director of the Press Department of the National Broadcasting Company was announced ^{April 13} today by Syd Eiges, vice president in charge.

Connelly returns to NBC on April 20, to take over active direction of the department where he served as a staff member from 1942 to 1945. He replaces Frank Young in his new post, and will report to Eiges. Future plans for Young will be announced later.

Connelly joined Young and Rubicam in 1945 and four years ago was made assistant director of the radio and television publicity department. He was born in Perth Amboy, N.J., and attended Notre Dame University. In 1933, he entered the newspaper field and served on the editorial staff of the Hudson Dispatch in Hudson County, N.J., for nine years. Connelly, who resides in Rahway, N.J., is married and the father of four children.

-----O-----

NBC-New York, 4/10/53

NBC

TRADE NEWS

April 14, 1953

'TODAY' GETS 'MADISON AVENUE' COMING AND GOING AS 'ALL OUT'
PROMOTION REACHES ADMEN AS THEY TRAVEL, SMOKE AND SIP

A special "Madison Avenue" promotion campaign, designed to attract the attention of key advertising agency men and client's representatives, has made NBC-TV's early morning news show TODAY (Mondays through Fridays, 7:00-9:00 a.m., EST and CST) a prime topic of discussion in those quarters this week.

Centered around the appearance of Wallace Elton, vice president and art director of the J. Walter Thompson Co. on "Today" at 7:15 and 8:15 a.m., EST, on Wednesday, April 15, the campaign was initiated on Monday, April 13, and will run through the week. Based on a saturation technique scheduled to reach admen and clients as often as possible during the course of the working day, the promotion is making use of several innovations as well as more standard methods of approach.

The timetables of the three major commuter lines serving New York City -- the New York Central, the New York, New Haven & Hartford, and the Long Island -- all carry advertisements advising the prospect that "Garroway has news for you on 'Today,' 7:00-9:00 a.m."

More than 50,000 matchbooks, bearing the same legend, have been placed in the hands of newsstands in 25 buildings housing the top agencies and clients, so that the prospect, buying his cigarettes as he enters the building, receives the word about "Today" again, and carries it around with him all day.

(more)

An equal number of napkins with the same imprint are being delivered with mid-morning coffee by the restaurants and caterers serving these same buildings. Elevator operators and mailroom boys in these locations have all been supplied with lapel buttons with the familiar inscription.

Lunch offers no surcease. The agency exec or client again encounters "Today" napkins, matches, and even a "Today" cocktail. The afternoon mail brings in a brand new pictorial sales presentation on "Today," adding to the weight of the campaign.

Advertisements on the business and advertising pages of the leading New York morning and evening newspapers on Tuesday have detailed the special "Today" interview with agencyman Elton on Wednesday morning, and all the mail received from NBC has been on special letterheads highlighting "Today."

Should the prospect visit the RCA building during the course of the week, he'll find strip signs above the floor level indicators in the NBC studio elevators, plugging a show called "Today."

The campaign was conceived, planned and executed by the NBC program sales promotion department under the supervision of Jacob A. Evans, director of NBC Advertising and Promotion.

-----O-----

NBC-New York, 4/14/53

April 14, 1953

HOAGY CARMICHAEL TO STAR IN 'SATURDAY NIGHT REVUE,'
NEW 90-MINUTE VARIETY SHOW SPOTLIGHTING TOP
YOUNG COMEDY TALENT DURING THE SUMMER

SATURDAY NIGHT REVUE, a briskly paced, 90-minute variety program starring Hoagy Carmichael and featuring top-notch young comedy talent, will be seen on the NBC-TV network this Summer starting Saturday, June 6 (9:00-10:30 p.m., EDT).

The comedy-and-music show, which will be on the air 13 weeks, will occupy the Saturday night time spot which has been made a national viewing habit by NBC-TV's "Your Show of Shows," starring Sid Caesar and Imogene Coca. "Your Show of Shows" will conclude its current season on Saturday, May 30.

Carmichael, the homespun wit, songwriter, singer, pianist and film star, will be official host and emcee of the hour-and-a-half musical variety program. He also will sing a number or two on each program, play the piano and may act in dramatic sequences built around his unusual talents.

(more)

APRIL 11, 1954

NOBODY CARRIED TO THIS IS 'SATURDAY NIGHT BLUES',
NEW 30-MINUTE VARIETY SHOW SCHEDULED FOR
TODAY (APRIL 11) AT 10:00 PM.

SATURDAY NIGHT BLUES, A 30-MINUTE VARIETY

SHOW, WILL BE BROADCAST ON THE 10:00 PM HOUR, SUNDAY, APRIL 12, 1954, AT 10:00 PM.

SATURDAY, APRIL 11, 1954, 10:00 PM

THE SUNDAY, APRIL 12, 1954, 10:00 PM HOUR, SUNDAY, APRIL 12, 1954, AT 10:00 PM, WILL BE BROADCAST ON THE 10:00 PM HOUR, SUNDAY, APRIL 12, 1954, AT 10:00 PM. THE SUNDAY, APRIL 12, 1954, 10:00 PM HOUR, SUNDAY, APRIL 12, 1954, AT 10:00 PM, WILL BE BROADCAST ON THE 10:00 PM HOUR, SUNDAY, APRIL 12, 1954, AT 10:00 PM.

THE SUNDAY, APRIL 12, 1954, 10:00 PM HOUR, SUNDAY, APRIL 12, 1954, AT 10:00 PM, WILL BE BROADCAST ON THE 10:00 PM HOUR, SUNDAY, APRIL 12, 1954, AT 10:00 PM. THE SUNDAY, APRIL 12, 1954, 10:00 PM HOUR, SUNDAY, APRIL 12, 1954, AT 10:00 PM, WILL BE BROADCAST ON THE 10:00 PM HOUR, SUNDAY, APRIL 12, 1954, AT 10:00 PM.

(SUNDAY)

2 - 'Saturday Night Revue'

Featured on each show will be three or four comedians, singers and dancers new to TV, who have established themselves as top-rank personalities in their fields. Comedian Bobby Sargent, a favorite of theatre and smart supper club audiences, already has been signed for the first four "Saturday Night Revues." Another guest expected to be seen on the show is Helen Halpin, brunette comedienne who early this year signed a long-term talent-development contract with NBC.

Films of outstanding European comedy, singing, acrobatic, circus and novelty acts also will highlight the show.

Each week a name orchestra will provide the music for "Saturday Night Revue." Playing on stage, the band, its leader and vocalist will supplement and back the entertainment provided by Carmichael and the featured performers.

"Saturday Night Revue" will originate from NBC-TV's new studios in Burbank, Calif. There will be two creative crews (two directors and two sets of writers) working on the show, alternating each week. Joe Bigelow, production supervisor of NBC-TV's "All-Star Revue," will be producer.

"Stardust," the all-time song hit written by Carmichael, will be the show's theme song.

-----O-----

NBC-New York, 4/14/53

April 15, 1953

NBC NETWORK AND ITS PRESIDENT, FRANK WHITE,
RECEIVE LAYMEN'S NATIONAL COMMITTEE AWARD

The National Broadcasting Company and its president, Frank White, were honored yesterday with an award of merit by the Laymen's National Committee "in recognition of their outstanding efforts through the media of radio and television in keeping before the American people the importance of religion in everyday life."

George Peck, vice chairman of the Laymen's National Committee, made the presentation. The award was in the form of a scroll signed by Dr. Alfred P. Haake, the committee's chairman.

Laymen's National Committee is a non-sectarian organization sponsoring National Bible Week, National Sunday School Week and other activities designed to promote a return to religion and the church and to further the religious training of children.

-----O-----

April 15, 1953

FIRST RADIO VERSION OF 'MR. ROBERTS,' STARRING

ARTHUR KENNEDY, TO MARK RETURN OF

'BEST PLAYS' RADIO SERIES

BEST PLAYS, NBC radio series of adaptations of Broadway's most distinguished offerings, returns to the air Friday, April 24 (8:30 to 9:30 p.m., EST) with Arthur Kennedy playing the lead in the first radio version of "Mr. Roberts." Drama critic and columnist John Chapman also returns as host.

"Mr. Roberts" was made into a play by Thomas Heggen and Joshua Logan from Heggen's best-selling novel of the same name. The play opened on Broadway Feb. 19, 1948, and had one of the longest runs in the history of the theatre.

Kennedy, currently starring on Broadway in the prize-winning drama, "The Crucible," will portray the lieutenant who really runs the ship, in the role created by Henry Fonda. Wendell Holmes will play the crusty captain and Leon Janney will be the whimsical Ensign Pulver. Two members of the original cast will appear in their familiar roles. They are Rusty Lane as the chief and Steve Hill as sailor Stefanowski.

"Best Plays" returns on approximately its first birthday, since the series began Sunday, April 27, 1952. The full-hour series

(more)

2 - 'Best Plays'

is based on the "Burns Mantle Best Plays" books originally edited by the late Burns Mantle. After Mantle's death in 1947, Chapman became the editor of the publication, which has been an annual compilation of the 10 best plays of each season since 1899.

Chapman not only introduces each radio play and sets the scene but spices the prologue, intermission and epilogue with his theatrical reminiscences and observations.

The program received the distinguished achievement award as "best dramatic show" of 1952 from TV-Radio Life magazine last Jan. 19.

William Welch is executive editor of "Best Plays" and Edward King is production director. Ernest Kinoy wrote the radio adaptation of "Mr. Roberts."

-----O-----

NBC-New York, 4/15/53

CAST AND CREDITS FOR 'HAMLET'

ON 'HALLMARK HALL OF FAME'

SUNDAY, APRIL 26, NBC-TV, 3:30-5:30 P.M., EDT

Written by:	William Shakespeare
Production by:	Maurice Evans Productions
Television adaptation by:	Mildred Freed Alberg and Tom Hughes Sand
NBC-TV executive producer and director:	Albert McCleery
Production supervised by:	George Schaefer
Associate producer:	Emmett Rogers
Scenery by:	Richard Sylbert
Costumes by:	Guy Kent and Noel Taylor
Music by:	Roger Adams
Conducted by:	William Brooks
Sponsored by:	Hallmark Greeting Cards
Agency:	Foote, Cone & Belding

(more)

CAST

HAMLET:	MAURICE EVANS
QUEEN GERTRUDE:	RUTH CHATTERTON
KING CLAUDIUS:	JOSEPH SCHILDKRAUT
OPHELIA:	SARAH CHURCHILL
POLONIUS:	BARRY JONES
HORATIO:	WESLEY ADDY
LAERTES:	WILLIAM SMITHERS
GHOST:	MALCOLM KEEN
BERNARDO:	ALAN SHAYNE
MARCELLUS:	WINSTON ROSS
ROSENCRANTZ:	CHESTER STRATTON
GUILDENSTERN:	FRANCIS BETHENCOURT
PLAYER KING:	NOEL LESLIE
PLAYER QUEEN:	NEVA PATTERSON
PLAYER VILLAIN:	NORMAN BARRS
PLAYER PROLOGUE:	TOM HUGHES
PAGE :	KEN RAYMOND

-----O-----

NBC-New York, 4/15/53

PRESENTATION OF PEABODY AWARDS WILL BE TELEVISED
BY NBC FROM N.Y. LUNCHEON-MEETING APRIL 24

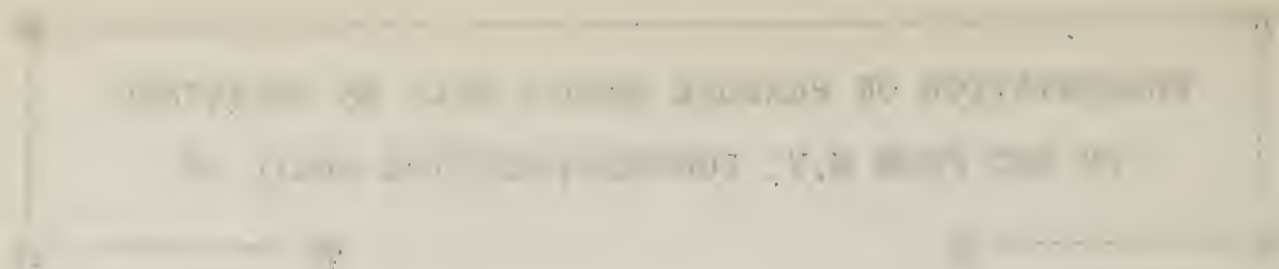
The presentation of the George Foster Peabody Awards to the outstanding television and radio programs of 1952 will be televised by NBC-TV Friday, April 24 (1:30-2:00 p.m., EST), from a luncheon-meeting of the Radio and Television Executives Society at the Roosevelt Hotel in New York.

Robert W. Sarnoff, vice president in charge of the NBC Film Division, will preside in his capacity as president of the Radio and Television Executives Society.

This will be the 13th annual presentation of the Awards, which are designed to perpetuate the memory of the late George Foster Peabody, a native of Georgia who became a successful New York banker and, by legislative act, a life trustee of the University of Georgia. The awards are administered by the University of Georgia's School of Journalism.

-----O-----

NBC-New York, 4/15/53



The Government of the United States hereby certifies that the information contained in this document is true and correct to the best of its knowledge and belief. It is the policy of the United States Government to keep its information confidential and to release it only when it is in the public interest to do so.

It is the policy of the United States Government to keep its information confidential and to release it only when it is in the public interest to do so. This policy is based on the need to protect the national defense and the security of the United States.

This policy is based on the need to protect the national defense and the security of the United States. It is the policy of the United States Government to keep its information confidential and to release it only when it is in the public interest to do so. This policy is based on the need to protect the national defense and the security of the United States.

'RCA VICTOR SHOW,' STARRING DENNIS DAY, RECEIVES MARYMOUNT
COLLEGE AWARD AS 'THE IDEAL PROGRAM FOR FAMILY LISTENING'

Marymount College in Tarrytown, N.Y., today (April 15) presented the RCA VICTOR SHOW, starring Dennis Day (NBC-TV, Fridays, 8 p.m., EST), its annual award for "The Ideal Program For Family Listening." The award was presented to the singing-comedian star of the show during his visit to the Marymount campus.

Immediately following the presentation in Spellman Auditorium on the campus, Day was the guest of honor at a tea tended to him by the faculty and student representatives. The scroll award was presented by Miss Frances Ambrosi.

In accepting the award for his television program Day declared that an "award such as this places a grave but pleasant responsibility upon me and my sponsors. We shall make every effort," he continued, "to make certain that the 'RCA Victor-Dennis Day Show' continues to warrant your confidence and will always be 'the ideal program for family listening'."

The Marymount award followed by four days the testimonial tribute to Dennis Day at the Manhattan College Centenary Banquet Saturday evening, April 11. At that time Day became the first layman ever to receive the Manhattan College Alumni Society Medal of Honor from Francis Cardinal Spellman, Archbishop of New York.

The scroll read:

"To encourage a high caliber of entertainment in all communication media,

"To commend those contributing their efforts and talents to the perfecting of the communication arts,

"Marymount College, Tarrytown, New York, presents its annual award for 'The Ideal Program For Family Listening' to 'The Dennis Day Show.'"

-----o-----

NBC-New York, 4/15/53

NBC'S BEN GRAUER RECEIVES CITATION FROM LATIN AMERICAN
COMMERCE GROUP FOR AIDING 'CAUSE OF PAN-AMERICANISM'

Ben Grauer, veteran NBC special events reporter, received a citation from the Latin American Chamber of Commerce on Pan American Day (April 14) for being "the American broadcaster who has done the most during the past year to cement good relations with Latin America by his interest and activities in the cause of Pan-Americanism."

Grauer was presented with the citation at the NBC studios by Hernando Ramirez, executive director of the Latin American Chamber of Commerce.

Ramirez praised Grauer specifically for his aid in boosting "the Pan-American Highway idea in your broadcasts, in magazine articles you have written and in actual survey trips you have made to Central and South America so that you could give eye-witness reports on the progress of the work."

-----O-----

NBC-New York, 4/15/53



TRADE NEWS

April 16, 1953

TED COTT APPOINTED TO NEW POSITION; JOINS OWNED AND OPERATED STATIONS DIVISION

Charles R. Denny, vice president of Owned and Operated Stations for the National Broadcasting Company, today announced the promotion of Ted Cott, an NBC vice president and general manager of stations WNBC-WNBT, and the assignment of additional duties in the Owned and Operated Stations Division.

"I am pleased to announce the promotion of Ted Cott and the assignment of additional duties to him," Denny said. In his new position Mr. Cott will continue as vice president in charge of the company's New York stations. In addition Mr. Cott will work with me on overall division management matters, particularly in the areas of station programming, merchandising, promotion and selling. He also will handle special projects for the division."

Cott came to NBC in April, 1950 as general manager of the flagship stations, WNBC-WNBT, in New York and in March, 1952, was appointed a vice president.

During his administration as general manager, Cott gained industry-wide recognition with his dramatic and creative programming as well as his ingenious approach to sales promotion and merchandising.

(more)

Page 100

THEORY OF THE EARTH AND THE HISTORY OF THE EARTH

The theory of the earth is a branch of geology which deals with the origin and development of the earth and its various parts. It is a science which seeks to explain the causes of the various geological phenomena which we observe in the earth's crust. The history of the earth is a branch of geology which deals with the changes which have taken place in the earth's crust since its origin. It is a science which seeks to explain the sequence of events which have shaped the earth's surface and its interior. The theory of the earth and the history of the earth are two branches of geology which are closely related. They both deal with the same subject matter, and they both seek to explain the same phenomena. The theory of the earth is the foundation of the history of the earth, and the history of the earth is the application of the theory of the earth to the actual facts of the earth's history. The theory of the earth is a science which is based on the study of the earth's crust. It is a science which seeks to explain the causes of the various geological phenomena which we observe in the earth's crust. The history of the earth is a science which is based on the study of the earth's history. It is a science which seeks to explain the sequence of events which have shaped the earth's surface and its interior. The theory of the earth and the history of the earth are two branches of geology which are closely related. They both deal with the same subject matter, and they both seek to explain the same phenomena. The theory of the earth is the foundation of the history of the earth, and the history of the earth is the application of the theory of the earth to the actual facts of the earth's history.

In addition to Cott, Dick Pack, director of Operations and Programming for WNBC-WNBT; Max Buck, director of Advertising, Merchandising and Sales Promotion, and Frank Fitzgerald, assistant to Cott, also will join the Owned and Operated Stations Division. They will retain their present status with the New York stations and, in addition, will work with Cott in the Programming, Merchandising and Sales operations of the Owned and Operated Stations Division.

In his new capacity, Cott will expand the ideas and theories applied at WNBC-WNBT, and using these key stations as a sounding board will experiment with special projects designed for adaptation by all Owned and Operated Stations.

With Cott's advance, the Owned and Operated Stations Division of NBC will be composed of a group of the youngest executives in the history of the industry. Denny, the vice president in charge of the O and O Stations, and former head of the FCC, is in his early forties and Cott, Pack, Tom McFadden, director of National Spot Sales; Buck and Fitzgerald are all in their mid-thirties.

-----o-----

ETHEL KIRSNER JOINS NBC PRESS DEPARTMENT

The appointment of Ethel Kirsner, formerly of CBS Press Information, to the NBC Press Department was announced today by Sydney H. Eiges, vice president in charge.

Miss Kirsner managed Margaret Ettinger's New York office for three years prior to her return to CBS in 1951.

-----o-----



TRADE NEWS

April 16, 1953

NBC TELEVISION SWEEPS THE FIELD IN HONORS

AT OHIO STATE UNIVERSITY INSTITUTE

- - -

4 Network Programs and 4 Affiliates Win First Awards

In a virtual sweep of the television field NBC-TV won four out of five First Awards to network programs, and its affiliates took four out of six First Awards to local stations, in the 17th annual American Exhibition of Educational Programs conducted by the Institute for Education by Radio-Television at Ohio State University.

The TV awards were announced today at the opening of the 1953 Institute at Columbus, Ohio. Radio winners were announced last Monday.

In addition to the First Awards, the NBC-TV network received two Honorable Mentions and one "Special" Mention; its affiliates took four Honorable Mentions.

The four NBC-TV programs winning First Awards were:

MEET THE PRESS, winner in the public affairs category "for presenting outstanding leaders to the American people so that through skillful questioning by the press, events are clarified and opinions are revealed. Contributes to democratic process by bringing out background and viewpoints instead of conflict."

(more)

WATCH MR. WIZARD, winner in the children and youth class, "for making science fascinating to boys and girls (and oldsters, too) through simple experiments conducted by Mr. Wizard and his young friends. This program is convincing proof that good education can be appealing and that simplicity of production can enhance the effectiveness of good teaching."

NATIONAL FARM AND HOME HOUR, one of two winners in the special interest group category, "for combining effectively problems of large scope and their solutions in the field of agriculture so as to bring more intelligent understanding to both rural and urban audiences."

IT'S A PROBLEM, one of the two winners in the special interest group category, "for skillful television treatment of the problems of modern American life in home and community; for implementing a belief that women television viewers are able to grapple with authoritative material going beyond recipes and glamor."

An Honorable Mention went to the Catholic portions of "Frontiers of Faith" in this special interest group class "for an intelligent and educational approach to religion both in revealing misconceptions and in restating clearly the true meanings through commonplace, everyday experience."

An Honorable Mention went to KUKLA, FRAN AND OLLIE in the cultural program class as "a whimsical but penetrating commentary on life, manners and customs. Through the living personalities of the Kuklapolitan Players, Burr Tillstrom exposes human nature in its many humorous and tragic aspects. Graced by Fran Allison, the weekly adventures of the young puppets are a perpetual delight to old and young."

A Special Mention in this category was accorded "Medicine and the Mighty Atom," a one-time program produced by NBC-TV in association with the American Medical Association, "for utilizing the facilities of remote broadcasting to bring a first-hand picture from the Brookhaven National Laboratory of atomic research and development in relation to medicine, thus indicating that atomic energy has tremendous peaceful uses and is already contributing to the conquest of disease."

(more)

MANY NBC AFFILIATES HONORED

Programs of NBC affiliated stations taking First Awards were:

"The Whole Town's Talking" (Station WOI-TV, Ames, Iowa), winner in the public affairs class, "for using television to revitalize the local community; for presenting typical townspeople discussing important community problems, thereby stimulating democratic action at the grass roots. 'The Whole Town's Talking' demonstrates that with skillful handling, real people can be more exciting than actors and sincerity more important than contrived effects."

"Live and Help Live" (WBAL-TV, Baltimore, Md.), winner in the cultural program category, "for an outstanding presentation which, through effective demonstration, goes far to remove common fears of doctors, hospitals and disease, by pointing up the benefits of good health to the individual, his family and the community which result from the contributions of medical research."

"Jet Pilot" (WNBQ, Chicago), winner in the children and youth category, as "a fine example of cooperation between a commercial station and government agencies in producing an appealing youth program which both educates and entertains. Skillful professional production enhances the carefully planned educational material to develop both interest in and knowledge of aeronautical principles on the part of youthful viewers."

"Operation Blackboard" (WPTZ, Philadelphia), winner in the school telecasts group, "for a significant contribution of enrichment to classrooms. Sound planning and capable production provide excellent supplementary aids and ideas to the teacher while stimulating pupil participation."

Honorable mentions went to:

"The Power Shortage" (KING-TV, Seattle, Wash.) in the public affairs category, the citation reading, "This special program directed to a specific emergency is commended for exceptional clarity in its concise and graphic presentation of the significance and background of a critical problem, together with suggested means for its alleviation. It is noteworthy that a station would propose a solution reaching beyond its own community area."

(more)

To "TV Opera Theatre" (WAVE-TV, Louisville, Ky.) in the cultural program category, "for utilizing community organizations to provide and foster an appreciation of opera as entertainment and enjoyment; for presenting an effective and professional atmosphere through simplicity."

To "Through the Enchanted Gate" (WNBT, New York) in cooperation with the Museum of Modern Art) in the children and youth class "for a creative and appealing series which emphasizes participation and stimulates the imagination through the arts."

To "Seattle Public School Series" (KING-TV, Seattle, Wash.), in the school telecasts group, "for commendable service to the community; for successfully combining good material for classrooms, opportunity for student participation and good public relations for the schools."

-----O-----

NBC-New York, 4/16/53



TRADE NEWS

April 16, 1953

VARIETY SHOWMANAGEMENT RADIO-TV REVIEW BESTOWS 16 HONORS
ON NBC, ITS OFFICERS, DIVISIONS, STATIONS AND PROGRAMS

The National Broadcasting Company, its officers, divisions, stations and programs were honored with 16 plaque awards, special citations and highlights in Variety's 20th Annual Radio and Television Showmanagement Review for 1952-53, results of which were announced April 15.

Brigadier General David Sarnoff, chairman of the boards of RCA and NBC, received a Plaque Award. Variety, in bestowing the award, said:

"If, at the moment, there's a new excitement hovering over the TV spectrum because of the limitless possibilities of television in the realm of electronic wizardry and gadgetry, and in the new assurances of an all-electronic era of compatibility in color TV -- chalk it up to America's No. 1 Space Cadet and 'General Video' himself, David Sarnoff."

The Special Citation to NBC read:

(more)

April 12, 1954

THE NATIONAL BROADCASTING COMPANY
WASHINGTON, D.C.

The National Broadcasting Company, Inc. is pleased to announce that it has entered into a new agreement with the Federal Communications Commission (FCC) regarding the use of the radio spectrum. This agreement is a significant step in the development of the radio industry and will have a major impact on the way in which radio is used in the future.

April 12, 1954

The National Broadcasting Company, Inc. is pleased to announce that it has entered into a new agreement with the Federal Communications Commission (FCC) regarding the use of the radio spectrum. This agreement is a significant step in the development of the radio industry and will have a major impact on the way in which radio is used in the future.

April 12, 1954

The National Broadcasting Company, Inc. is pleased to announce that it has entered into a new agreement with the Federal Communications Commission (FCC) regarding the use of the radio spectrum. This agreement is a significant step in the development of the radio industry and will have a major impact on the way in which radio is used in the future.

April 12, 1954

The National Broadcasting Company, Inc.

(over)

"Any forthright appraisal of industry responsibility in terms of translating programming into a social force without losing sight of the entertainment or the educational values and as a strictly out-of-pocket venture without benefit of sponsorship aid must inevitably spotlight the multi-faceted contributions of NBC -- both in radio and television."

Variety specifically singled out in this citation "the high-laudatory 'Wise Old Men' series on TV"... "The distinguished 'Victory at Sea' series"... "the stunning 'NBC Television Opera Theatre' series"... "the radio network's continued devotion to its NBC Symphony Orchestra broadcasts under the helm of maestro Arturo Toscanini."

Plaque Awards also were bestowed upon NBC's New York flagship stations, WNBC and WNBT "for outstanding AM-TV operations," WBAL-TV, Baltimore, Md., "for education by television," NBC's owned and operated Chicago TV station, WNBQ, "for TV station showmanship," and WLW, Cincinnati, Ohio, "for radio station showmanship."

"Victory at Sea" won a Special Citation "because of an emotional impact portraying the greatest common experience of a generation of men," and "Meet the Press" as "a recurring demonstration of democracy in action as weekly it subjects the top figures on the national and international scene to expert, uncensored questioning by some of the nation's ablest journalists."

Highlighted was the NBC Spot Sales Division for its "Some Spots are Better Than Others" campaign, and Life Magazine's special "Inside Our Schools" and "Life In..." NBC O&O Station cities series. NBC affiliated stations receiving highlight mentions were: WIRE, Indianapolis, Ind.; WSAZ-TV, Huntington, W. Va.; WTTM, Trenton, N.J.; WSYR, Syracuse, N.Y.; NBC O&O Stations WNBK (TV) and WTAM, Cleveland, Ohio, and WAZL, Hazelton, Pa. -----o-----

NBC-New York, 4/16/53

FRED N. DODGE, NBC MERCHANDISING HEAD, WILL VISIT HAWAII
TO EXPLAIN SUCCESSFUL METHODS TO ADMEN AND BROADCASTERS

NBC's highly successful national merchandising service, unique among the major networks, may shortly extend beyond the continental limits of the United States, Fred N. Dodge, director of the department, announced today.

Dodge said that he will tour the Hawaiian Islands early in May to explain the workings of NBC merchandising at the invitation of Lorrin Thurston, president of the Advertiser Publishing Company, owners of the NBC-affiliated Honolulu radio station KGU. Thurston is also one of the owners of KONA-TV in Honolulu.

Dodge's trip to Hawaii will follow his attendance at the NARTB's 31st annual convention in Los Angeles, April 28 to May 1, where he will participate in a merchandising panel discussion. While in Los Angeles, Dodge will hold a series of merchandising discussion meetings arranged by John T. Williams, manager of NBC's Western Sales Division, with leading West Coast advertisers and agencies.

During his stay in Hawaii, Dodge will meet with manufacturers and their distributors as well as advertisers, agency men and broadcasters, outlining to them in detail the methods and procedures of the NBC Merchandising Department and showing to them proof of the operation's great success in the U.S. since its inception a little over a year ago.

While in Hawaii, Dodge also will prepare a report to the broadcasting and advertising industry press on plans for the expansion of NBC Merchandising. He will present this report to the press in New York on Thursday, May 21.

-----O-----

NBC-New York, 4/16/53

NBC RECEIVES SPECIAL CITATION FROM MUSIC CLUB FEDERATION
FOR 'YOUTH BRINGS YOU MUSIC' BROADCAST SERIES

The National Broadcasting Company has been awarded a special citation from the National Federation of Music Clubs, it was announced yesterday (April 15) by Mrs. Ada Holding Miller, NFMC National President, at an "honors" luncheon held in the Roosevelt Hotel, New York.

Present to receive the award for NBC was Betty Ross, assistant director of NBC-Chicago's office of public affairs and education and producer of the YOUTH BRINGS YOU MUSIC radio series. The citation-winning program is presented by NBC in cooperation with the NFMC..

The citation follows:

"In recognition of its distinguished service to talented youth through its nationwide presentation of 'Youth Brings You Music,' a series of radio programs offered over its network in cooperation with the National Federation of Music Clubs, in which outstanding young, non-professional musicians are featured each week from all the states in the union, sincere appreciation is extended to the National Broadcasting Company and its independent affiliated stations, to Chicago where the program originates, to Judith Waller through whose efforts the series was instigated and to Betty Ross, its producer and co-ordinator, not alone for the opportunities offered youth, but also for the wide influence exerted by these programs throughout America."

"Youth Brings You Music" is heard on Sundays (network except WNBC, 3:15 p.m., EST).

-----O-----

NBC-New York, 4/16/53

NBC

TRADE NEWS

April 17, 1953

JOHN K. WEST ELECTED A DIRECTOR OF NBC

FOR RELEASE MONDAY A.M., APRIL 20

Election of John K. West as a member of the Board of Directors of the National Broadcasting Company was announced today by Brig. General David Sarnoff, Chairman of the Board of RCA and NBC.

West is vice president in charge of the Western Division of the National Broadcasting Company with headquarters in Hollywood, a post he has held since 1950. General Sarnoff said that West's election to the NBC Board of Directors was not only in recognition of fine performance of his duties but also of the growing importance of the West Coast in radio and television broadcasting.

West has long been associated with RCA, having been engaged in sales, advertising and public relations for the RCA Victor Division beginning in 1930. He was named vice president in charge of Public Relations for the RCA Victor Division in 1947. Prior to this, West served as district manager of RCA Victor in Philadelphia, New York, Pittsburgh, Cleveland and San Francisco.

West is 45 years old. He is a native of Charleston, W. Va., and attended the local schools and Wesleyan University, Middletown, Conn.

-----O-----

NBC

TRADE NEWS

SATIRISTS BOB AND RAY, WITH AUDREY MEADOWS, TO START
NEW MONDAY EVENING TV COMEDY SHOW APRIL 27

Bob and Ray, two young gentlemen with rare talents for satirical comedy and deadpan wit, will begin a new television series over the NBC-TV network Monday, April 27, (7:30-7:45 p.m., EDT), continuing each Monday thereafter.

The two comedy fugitives from Boston, the city which first heard and enjoyed their humorous essays, will be assisted on their new series by their favorite actress, Audrey Meadows. An attractive young lady with flaming hair, Audrey appeared with great success on previous NBC-TV shows presented by Bob and Ray. A versatile TV actress, she has scored also as a singer in musical comedies.

In their new TV series, Bob (Elliott) and Ray (Goulding) will lampoon conventional aspects of "our contemporary way of life" in brilliant sketches. A variety of subjects -- give-away offers, consumer kits, travelogues, and anything else that strikes their fancy -- will come in for their good-natured spoofing.

Bob and Ray are completing two years with NBC as network stars of radio and television. They were discovered on a local radio station in Boston where for several years they had been regaling New England audiences with their clever humor. From their modest

(more)

start on NBC in the **Summer** of 1951, the boys skyrocketed to national popularity and the following year won a Peabody Award "for the best in radio entertainment." Their pace has continued unabated and their supply of fresh material for their satirical essays appears inexhaustible.

The "Bob and Ray Show" will be produced and directed by Grey Lockwood. Paul Taubman at the organ will provide musical background.

-----O-----

NBC-New York, 4/21/53

8103

SINGING COMEDIAN JOHNNY DUGAN IS SIGNED BY NBC
IN TALENT AND COMEDY DEVELOPMENT PROJECT

Johnny Dugan, singing comedian, has been signed by the National Broadcasting Company in the talent and comedy development project, it has been announced by Charles C. Barry, vice president in charge of networks programs.

Dugan, who had his own NBC-TV "Johnny Dugan Show" last year, also has had his own radio show on the West Coast and has sung in theatres and supper clubs for the past 14 years.

Dugan and singing comedienne Helen Halpin, who also was recently signed in the NBC talent project, both hail from Boston.

-----O-----

CREDITS FOR 'DRAGNET' ON NBC-TV

TIME: NBC-TV, Thursdays,
9:00-9:30 p.m., EDT

FORMAT: Dramatizations of cases
from the official files
of the Los Angeles
Police Department

STARS: Jack Webb as Detective
Sergeant Joe Friday and
Ben Alexander as Detec-
tive Frank Smith

EXECUTIVE PRODUCER: Stanley Meyer

PRODUCER: Michael Meshekoff

DIRECTOR: Jack Webb

TECHNICAL ADVISOR: Chief W.H. Parker of Los
Angeles Police Department

SCRIPTS: Based on a radio play by
John Robinson or adapted
for TV by Jack Webb

DIRECTOR OF PHOTOGRAPHY: Edward Coleman

PRODUCTION SUPERVISOR: Sam Ruman

ASSISTANT DIRECTORS: Sam Ruman and Mark Evans

SUPERVISING FILM EDITOR: Robert M. Leed

FILM EDITOR: Irving Schoenberg

SOUND EDITOR: George Nicholson

MUSIC BY: Walter Schumann (an
original score)

ORCHESTRATION BY: Nathan G. Scott

-----O-----

MUSIC



NEWS

FROM



NBC-TV NEWS

PR 34

CAST AND CREDITS FOR 'ROSENKAVALIER' ON NBC-TV

Following are the cast and credits for Richard Strauss' "Rosenkavalier" to be given by the NBC Television Opera Theatre on Saturday, April 25 (NBC-TV, 4:30-6 p.m., EST) and Saturday, May 2 (NBC-TV, 5-6 p.m., EDT).

CAST

CONDUCTOR.....	Peter Herman Adler
The Marschallin.....	Wilma Spence
Octavian.....	Frances Bible
Baron Ochs.....	Ralph Herbert
Sophie.....	Virginia Haskins
Faninal.....	Manfred Hecht
Valzacchi.....	Andrew McKinley
Annina.....	Rosalind Nadell
Italian Tenor.....	Robert Marshall
Innkeeper.....	Robert Holland
Police Commissioner.....	Lloyd Harris
Major Domo of the Marschallin.....	John Kuhn
Major Domo of Faninal.....	Brooks Dunbar
Milliner.....	Florence Forsberg
Animal Vendor.....	John Johnson
First Orphan.....	Frances Paige
Second Orphan.....	Louise Whetsel
Third Orphan.....	Virginia Shuey
Leopold (mute part).....	Edwin Bruce
Marianne.....	Gladys Spector

CREDITS

Producer.....	Samuel Chotzinoff
Television Director.....	Kirk Browning
Music and Artistic Director.....	Peter Herman Adler
English Version by.....	John Gutman
Associate Producer.....	Charles Polacheck
Assistant Director.....	John Bloch
Assistant Conductor.....	Leo Mueller
Production Designed by.....	William Molyneux
Costumes.....	Liz Gillelan
Lighting.....	Jack Fitzpatrick
Audio Director.....	George Voutsas
Audio Engineer.....	John Evans
Technical Director.....	Robert Hanna
Video by.....	Jack Durkin
Makeup.....	Bob O'Bradovitch

AMERICA'S NO. 1 NETWORK - THE NATIONAL BROADCASTING COMPANY

NBC-New York 4/21/53

Page 100

THE UNIVERSITY OF CHICAGO PRESS

THE UNIVERSITY OF CHICAGO PRESS
54 EAST LAKE STREET, CHICAGO, ILL. 60601
TELEPHONE (312) 837-3000

THE UNIVERSITY OF CHICAGO PRESS
54 EAST LAKE STREET, CHICAGO, ILL. 60601
TELEPHONE (312) 837-3000

CHICAGO

THE UNIVERSITY OF CHICAGO PRESS
54 EAST LAKE STREET, CHICAGO, ILL. 60601
TELEPHONE (312) 837-3000

NBC

TRADE NEWS

April 22, 1953

CONGOLEUM-NAIRN PURCHASES 12 SEGMENTS ON NBC-TV 'TODAY;'
HAD PREVIOUSLY SPONSORED GARROWAY'S 'AT LARGE' SERIES

Congoleum-Nairn, Inc., which first sponsored Dave Garroway on NBC-TV with "Garroway at Large" from Chicago, is returning to the network and Garroway with its purchase of 12 segments of TODAY, the early a.m. news and special feature program. Congoleum-Nairn has been out of television since its sponsorship of "Garroway at Large" ended.

In the new arrangement, beginning May 1 and running through June 3, on a three-times-per-week basis, Garroway will demonstrate Gold Seal "Congo-Wall," the sponsor's patented wall covering.

In joining the "Today" sponsor group, Congoleum-Nairn is choosing a sales vehicle which, in the first quarter of this year almost tripled its number of segments sold -- 363, as compared to the first quarter of 1952, when there were 141 segments sold.

In addition, the Garroway approach to Congoleum's sales message, proven successful on the earlier Chicago program, will now be integrated with the "Today" format, one well-adapted to showcasing products for use in the home.

Agency for the sale is McCann-Erickson, Inc., of New York. "Today" with Dave Garroway, is seen Monday through Friday, 7-9 a.m., EST and CST over the NBC television network.

-----O-----



TRADE NEWS

April 22, 1953

TOSCANINI TO RETURN TO NBC SYMPHONY PODIUM
FOR 1953-54 SEASON STARTING NOV. 7

- - -

World-Renowned Maestro to Conduct 14 Concerts;
Guido Cantelli to Appear for 8 Concerts

Frank White, President of NBC, today announced that Arturo Toscanini has accepted an invitation to return to the podium of the NBC Symphony Orchestra for the 1953-54 season. This will be the 16th complete season for the 86-year old conductor.

Commenting on the announcement, Mr. White said: "We are delighted to be able to tell the American people that we will again present Maestro Toscanini conducting the NBC Symphony Orchestra during the coming season. When the orchestra was created for Toscanini in 1937, no effort was spared to make it a worthy instrument for the great talents of the veteran conductor. The press and public acclaim throughout the years have been gratifying proof of our success."

The season is scheduled to start Saturday, Nov. 7, with Toscanini directing. The world-renowned conductor will share the podium with the brilliant young Italian conductor, Guido Cantelli. Toscanini has agreed to conduct 14 concerts, the same number he did this past season, and Cantelli will conduct eight.

(more)

1921. 82: 5003.

[illegible]

2000

Toscanini's performances with the NBC Symphony Orchestra have been among the great musical events in this country each season since the first concert on Christmas Night, 1937.

His career in this country has been in three distinct parts: the first, his tenure at the Metropolitan Opera from 1908 to 1915; the second, with the New York Philharmonic-Symphony Orchestra from 1926 to 1936; and the third and current one, with the NBC Symphony Orchestra.

The great conductor had thought of retiring at the age of 70, when Brig. General David Sarnoff, Chairman of the Board of NBC and RCA, sent Samuel Chotzinoff, NBC's general music director, to Italy to persuade Toscanini to return to America and conduct an orchestra formed especially for him.

What has happened since Toscanini consented to return to this country is part of the cultural history of our time. His performances on NBC of complete operas, of the great choral and symphonic masterpieces of musical literature, have been hailed universally as highmarks even in the fabulous career of Toscanini.

Although no program plans have yet been listed by Toscanini, it is expected that he will again program a work of major proportions for the forthcoming season. He ended the 1952-53 series with a stirring performance of Beethoven's "Missa Solemnis."

Guido Cantelli's return to the NBC Symphony will mark his sixth consecutive season as a guest conductor of this orchestra. It was with the NBC Symphony that he made his American debut. Since that time he has been widely acclaimed here as one of the great young conductors of the day.

Further details of the next season will be announced later. In the meantime, the NBC Summer Symphony Orchestra will continue its Spring, Summer and Fall concerts from the Belasco Theatre under guest conductors.

NBC

TRADE NEWS

April 22, 1953

TWO-HOUR WEEKLY RADIO SHOW OF NEW-TALENT DISCOVERIES
TO BE PRESENTED BY NBC IN COOPERATION
WITH STATION AFFILIATES

A vast new two-hour weekly program to discover and spotlight talent new to network radio will be launched by NBC in collaboration with station affiliates beginning Saturday, June 13 (7:30 to 9:30 p.m., EDT).

Four stations will participate in each broadcast of the show, NEW TALENT, U.S.A., with half-hour segments originating from each one. The only proviso for performers is that they be new to network radio, although they may have had any amount of experience in other media of show business.

John Cleary, network program manager, originated the program idea and will serve in a supervisory capacity, going on the road for advance consultation with participating stations when necessary. He says of the project, "Station response has been unprecedented. I hope this will be not only a service to stations but that from this series we shall be able to deliver new talent both for radio and television."

Teams of talent scouts, with Grant Tinker as advance man, will go on the road several weeks in advance of each broadcast

(more)

to assist stations in preliminary arrangements and in the local talent contests which will determine their program.

Each program will be on a competitive basis, with one winner from each participating station to be selected by audience applause during the broadcast. A board of judges will decide the best among these four, and this winner will be announced during the next week's show. This procedure will be in force for 13 weeks. Then, on the 14th broadcast, the 13 finalists will be brought to New York to compete in grand finals.

The first four programs will originate from Cleveland, Ohio; Bakersfield, Cal.; Lake Worth, Fla., and Milwaukee, Wis., on June 13; Baltimore, Md.; Oklahoma City, Okla.; Zanesville, O., and Honolulu on June 20; Detroit, Mich.; Houston, Texas; Wichita, Kan., and Columbia, S.C., on June 27; Schenectady, N.Y.; Grand Rapids, Mich.; Boise, Idaho, and Seattle, Wash., on July 4. Ken MacGregor will be network director.

-----O-----

NBC-New York, 4/22/53

April 22, 1953

MAYOR IMPELLITTERI HONORS MAURICE EVANS IN PROCLAMATION
FOR TV PRODUCTION OF 'HAMLET' APRIL 26 ON NBC

In an official proclamation, Mayor Vincent R. Impellitteri of New York today (April 22) commended actor-producer Maurice Evans "for many memorable performances of Shakespeare's works" and characterized Evans as "the foremost interpreter of Shakespeare in our time" in a ceremony held in the Mayor's office in City Hall.

Evans will make his television drama debut in the title role of "Hamlet" on HALLMARK HALL OF FAME Sunday, April 26 (NBC-TV, 3:30-5:30 p.m., EDT). At today's ceremony, he was accompanied by Miss Sarah Churchill, daughter of England's Prime Minister, who will portray Ophelia in the Evans production.

The text of the Mayor's proclamation:

"WHEREAS, the immortal William Shakespeare has bequeathed us a heritage of great drama which has contributed immensely to the cultural life of the city of New York and its citizens, and

"WHEREAS, the foremost interpreter of Shakespeare in our time has been Maurice Evans, who has given many memorable performances of the Bard's works on the international stage and in our own City Center Theatre Company, and

(more)

"WHEREAS, Mr. Evans will conclude a notable achievement by giving the nation its first major Shakespearean production on television, a two-hour performance of "Hamlet," on Sunday, April 26, 1953 and,

"WHEREAS, the date of this television performance coincides with the date on which William Shakespeare was baptized in Stratford-on-Avon in the year 1564,

"NOW, therefore, I, Vincent R. Impellitteri, Mayor of the City of New York, do hereby compliment Mr. Evans on this singular contribution to our cultural life and do, hereby, officially proclaim Sunday, April 26, 1953, a day on which to pay homage to the memory of William Shakespeare."

-----O-----

NBC-New York, 4/22/53

GENERAL TAYLOR HONORS TED MACK

- - -

Host of 'Original Amateur Hour' to Receive Medallion
For Organizing GI Talent Shows in Korea

In appreciation of services by Ted Mack in organizing GI talent shows behind front lines in Korea, a high-ranking Army officer will present a medallion in behalf of General Maxwell Taylor, commanding general of the Eighth Army, when Mack and the "Original Amateur Hour" return to NBC-TV Saturday, April 25 (8:30 p.m., EST).

While in Korea for the past month, Mack conducted many talent quests, selecting GI performers from various corps areas who were brought to Seoul to appear in a grand final amateur contest sponsored by the Eighth Army. Mack has brought back with him films and tape recordings of the performing GIs and others with whom he talked or visited in hospitals.

Some of these films and recordings will be shown during the telecasts of the "Original Amateur Hour." The winning GI amateurs, Pvt. Danny Kellarney of Cleveland, Ohio, and Pvt. Richard O'Brien of Jefferson City, Mo., - a mimic team - will appear on the program when they return to the United States.

-----O-----

CORRECTION, PLEASE!

NBC-affiliated radio station WSB, Atlanta, Ga., received a Plaque Award in Variety's 20th Annual Radio and Television Showmanagement Review for 1952-53. This fact was omitted inadvertently from the NBC release of April 16.

WSB received the award for "How to Run a Radio Station" from Variety "for strengthening its position in the face of tough TV competition." WSB was cited for renovating its entire program schedule, discarding old ideas and trying new ones, and giving its listeners a voice in programming.

The award to WSB brought the total number received by NBC, its officers, divisions, stations and programs to 17, not 16 as stated in the previous story.

-----O-----

NBC-New York, 4/22/53

NBC-TV NEWS

FOR RELEASE AFTER 1:00 P.M., EST, FRIDAY, APRIL 24

CORRECTION, PLEASE!

A change in the wording of the citation of the George Foster Peabody Award to NBC-TV's "Victory at Sea" series has been announced by the Peabody Committee. Following is the text of the new citation, which supersedes the citation announced in the NBC release of April 20:

"The Peabody Committee takes particular pride this year in making a Special Award in honor of 'Victory at Sea,' a series dramatizing the heroism and sacrifice in the great Naval engagements of World War II. In terms of primacy, credit should be divided between Robert W. Sarnoff, vice-president of NBC Film Division, for his unflagging support of such a costly project, and Henry Salomon, who originated the idea and for two years dedicated himself to the writing and production of the script. The skill in selecting and editing these 26 superb programs shown on NBC-TV calls for tribute to the editor, Isaac Kleinerman, and to the director, M. Clay Adams; and to Captain Walter Karig for steering the production through Naval channels; to Richard Rodgers, who composed the original and magnificent musical score of 13 hours; and to Robert Russell Bennett, who converted Mr. Rodgers' score to a full symphony orchestration and who conducted the NBC Orchestra through the performance. To all of these our heartfelt gratitude. This is one of those lasting achievements which I hope we shall be permitted to see again in years to come."

-----O-----

NBC-New York, 4/22/53

NBC

PROGRAM PREMIERE

'COKE TIME WITH EDDIE FISHER' STARTS ON NBC-TV AND RADIO NETS
ON 15-MINUTE, TWICE-A-WEEK SCHEDULE IN EACH MEDIUM

- - -

Will Be Seen on TV Wednesdays and Fridays Starting April 29;
Tuesday and Friday Radio Schedule Opens May 5; First Guest
Will Be 16-Year-Old Soprano Anna Maria Alberghetti

Anna Maria Alberghetti, 16-year-old coloratura soprano of motion picture fame, will be the guest star on the first two television and radio programs of COKE TIME WITH EDDIE FISHER, the new NBC musical series starring the outstanding young singer of record hits and featuring the affable Don Ameche as the host.

The quarter-hour musical show will start on NBC-TV Wednesday, April 29, and thereafter will be seen Wednesdays and Fridays at 7:30 p.m., EDT. The radio counterpart will be introduced Tuesday, May 5, and will be heard each Tuesday and Friday at 8 p.m., EDT, over NBC radio.

The musical selections for the first two programs on TV also will be performed a week later on the first two radio broadcasts. The opening show (NBC-TV, Wednesday, April 29, and NBC radio, Tuesday, May 5) will feature Eddie Fisher singing several of his record favorites "Anytime," "Wish You Were Here," "How Do You Speak to an Angel?" and a specialty number entitled, "I Can't Get Used to These Clothes."

(more)

10:00 P.M. - 11:00 P.M. - "The Big Game" (NBC-TV)

11:00 P.M. - 11:30 P.M. - "The Big Game" (NBC-TV)

11:30 P.M. - 12:00 A.M. - "The Big Game" (NBC-TV)

12:00 A.M. - 12:30 A.M. - "The Big Game" (NBC-TV)

12:30 A.M. - 1:00 A.M. - "The Big Game" (NBC-TV)

1:00 A.M. - 1:30 A.M. - "The Big Game" (NBC-TV)

1:30 A.M. - 2:00 A.M. - "The Big Game" (NBC-TV)

2:00 A.M. - 2:30 A.M. - "The Big Game" (NBC-TV)

2:30 A.M. - 3:00 A.M. - "The Big Game" (NBC-TV)

3:00 A.M. - 3:30 A.M. - "The Big Game" (NBC-TV)

3:30 A.M. - 4:00 A.M. - "The Big Game" (NBC-TV)

4:00 A.M. - 4:30 A.M. - "The Big Game" (NBC-TV)

4:30 A.M. - 5:00 A.M. - "The Big Game" (NBC-TV)

5:00 A.M. - 5:30 A.M. - "The Big Game" (NBC-TV)

5:30 A.M. - 6:00 A.M. - "The Big Game" (NBC-TV)

6:00 A.M. - 6:30 A.M. - "The Big Game" (NBC-TV)

6:30 A.M. - 7:00 A.M. - "The Big Game" (NBC-TV)

7:00 A.M. - 7:30 A.M. - "The Big Game" (NBC-TV)

7:30 A.M. - 8:00 A.M. - "The Big Game" (NBC-TV)

8:00 A.M. - 8:30 A.M. - "The Big Game" (NBC-TV)

8:30 A.M. - 9:00 A.M. - "The Big Game" (NBC-TV)

On the second program (NBC-TV, Friday, May 1, and NBC radio, Friday, May 8) Eddie will sing "Lady of Spain" and "Outside of Heaven." Anna Maria Alberghetti also will be heard in solo selections.

A pretty, brown-haired youngster with an exceptional singing voice, Anna Maria has thrilled movie audiences in several motion pictures including "The Stars Are Singing" and "Here Comes the Groom," starring Bing Crosby. A native of Italy, where she was starred in the movie version of "The Medium," Anna Maria has sung with great success on concert tours throughout Europe and this country.

She was born to music; her father is director of the music conservatory at Milan, and her mother was formerly a top-flight concert pianist. Anna Maria began training for a singing career while she was still a small child. Her father has been her only voice teacher. The youngster's ambition is to sing grand opera at the Metropolitan.

-----O-----

NBC-New York, 4/22/53

CREDITS FOR 'COKE TIME WITH EDDIE FISHER' ON NBC-TV AND RADIO

TITLE: COKE TIME WITH EDDIE FISHER

TIME: NBC-TV, Wednesdays and Fridays,
7:30-7:45 p.m., EDT, starting
April 29.
NBC RADIO, Tuesdays and Fridays,
8-8:15 p.m., EDT, starting May 5.

FORMAT: Musical

STAR: Eddie Fisher

HOST: Don Ameche

CAST: Guest stars

DIRECTOR: Herb Sussan

WRITER: Gordon Auchincloss

MUSIC CONDUCTOR: Axel Stordahl

PRODUCER: MCA

SPONSOR: The Coca-Cola Company

AGENCY: D'Arcy Advertising Company

ORIGINATION: New York

-----o-----

NBC RADIO AND TV NETWORKS START DAYLIGHT
TIME OPERATIONS SUNDAY, APRIL 26

Beginning Sunday, April 26, and continuing through Saturday, Sept. 26, the Radio and Television Networks of the National Broadcasting Company will operate on Daylight Saving Time.

As has been customary in previous years, the entire radio network schedule of programs will be recorded in Chicago for playback, on a one-hour delayed basis, to NBC affiliates continuing to operate on Standard Time during the Summer months.

Interconnected NBC television stations in Standard Time areas will present most programs (live or kinescope) one hour earlier. All non-interconnected TV stations will retain their program schedules on the same local-clock hour basis as prior to the inauguration of Daylight Saving Time.

-----O-----

April 23, 1953

NBC CHARTERS PAN-AMERICAN CLIPPER TO SPEED FILMS
OF CORONATION FROM LONDON TO U.S. ON JUNE 2

A Pan American World Airways Douglas Super-6 Clipper has been chartered by the National Broadcasting Company to speed home television films of the Coronation of Queen Elizabeth II on Tuesday, June 2, it was announced today by Davidson Taylor, network director of public affairs.

Half of the Clipper's 82 seats are being removed and a ton of special equipment will be installed so that the films of the historic event can be processed while the giant plane is hurtling over the Atlantic.

The Clipper will fly non-stop from London to the network's point of projection in the United States, arriving in advance of the special 90-minute program which NBC-TV has scheduled for 10:30 p.m. until midnight, EDT, on Coronation Day.

The passenger space of the Clipper, which will be manned by a hand-picked crew, is being altered to make room for the installation of film editing, splicing and viewing equipment. With the crew of film editors, technicians and scriptwriters, who will have the 90-minute program prepared before the Clipper lands in this country, will be members

(more)

April 23, 1957

WBC CHARITERS PAN-AMERICAN CLIPPER TO SHIP FILMS
OF CORRELATION FROM LONDON TO U.S. ON JUNE 2

A Pan American World Airways Super-G Clipper was chartered by the National Board of Directors to carry the film of the Corporation of General Electric to the U.S. on June 2. The film was announced today by Davidson Taylor, Director, Network Department of General Electric.

Half of the Clipper's 85 seats are being reserved for the special equipment will be installed on the film. The remainder event can be processed while the film is in the Clipper. The Atlantic.

The Clipper will fly non-stop from London to the U.S. point of projection in the Atlantic, arriving in New York on special 50-minute program which will be broadcast on the 10:30 P.M. until midnight. It is on Corporation Day.

The passenger area of the Clipper will be reserved for hand-placed crew, is being altered to make room for the installation of film editing, lighting and viewing equipment. The crew of film editors, technicians and assistants will leave the 20-minute two-hour program before the Clipper leaves the country, with its passengers.

2 - Coronation

of the team of crack commentators whom NBC will have in London on Coronation Day and who will be ready to describe the pageantry and drama of the event as soon as they arrive.

Coronation highlights on NBC-TV also will include an earlier program from 6-7 p.m., EDT.

NBC's radio and television coverage of the Coronation will be sponsored by General Motors.

Paul Mantz, the world-famous speed flier whose services have been retained by NBC for Coronation Day, will relay films -- brought over by Royal Air Force jet bombers -- from their landing point on the North American continent to the network for transmission over NBC's 70 television stations.

A three-time winner of the Bendix Trophy, Mantz will fly a souped-up P-51 capable of speeds rivaling those of jet planes. His converted Mustang will provide the fastest possible shuttle service once the pictures arrive on the continent.

The British Broadcasting Corporation is the only organization which will be permitted to televise the ancient and solemn Coronation rites in Westminster Abbey, but is making kinescopes of this coverage available to Canadian and American networks.

Once the RAF jet bombers put down, Mantz will relay the films of the colorful ceremonies and the procession to and from Westminster Abbey. This pilot, who has flown films for NBC before, established a record for propeller-driven aircraft three years ago when he flew a

(more)

3 - Coronation

P-51 from Burbank, Calif., to New York in four hours, 52 minutes and 58 seconds.

This highly dramatic combination of a high-speed, long-range and specially converted Pan American Clipper, Royal Air Force jet bombers and one of the great speed fliers in aviation history, assures American televiewers of the swiftest possible presentation of the sound and picture story of one of the historic events of our time.

-----O-----

NBC-New York, 4/23/53



TRADE NEWS

April 23, 1953

BELL TELEPHONE SYSTEM RENEWS 'TELEPHONE HOUR'
FOR 14TH YEAR ON NBC RADIO

The Bell Telephone System, sponsor of "The Telephone Hour" on the NBC radio network for the past 13 years, has renewed sponsorship of the program for another year.

Effective date of the renewal was Monday, April 14, which marked the beginning of the program's 14th consecutive year of uninterrupted broadcasting on NBC.

During its 13 years on the air, the Bell Symphonic Orchestra always has been directed by Donald Voorhees. The impressive galaxy of musical stars who have appeared on the program during the years includes Jascha Heifetz, Fritz Kreisler, Marian Anderson, Grace Moore, John Charles Thomas, Artur Rubenstein, Mary Martin, Lily Pons, Oscar Levant, Gregor Piatigorsky and many others.

"The Telephone Hour" is heard each Monday, 9:00-9:30 p.m., EST, on the NBC radio network. Advertising agency for the sponsor is N.W. Ayer & Son, Inc.

-----O-----

'NEWS OF THE WORLD' SCORES BEAT WITH FIRST ANNOUNCEMENT
OF NAMES OF 14 AMERICAN POWs RELEASED IN KOREA

NBC's top-rated radio news show, NEWS OF THE WORLD (7:30 p.m., EST, and 11:15 p.m., EST) scored an important and highly dramatic beat last night (April 22) with the first announcement of the names of the 14 American prisoners of war released by the Communists in Korea.

Wilson Hall, NBC correspondent in Korea, was standing by in Panmunjom when Morgan Beatty, "News of the World" commentator in Washington, called him in for a special report on the exchange of prisoners.

Hall's first words were: "I have the names of the 14 American prisoners released by the Communists this morning." He then read the list, and as the home towns of the American POWs were not yet available, Hall spelled out all of the surnames so that families anxiously listening back home in the United States could be certain that their loved ones had been freed.

-----O-----

NBC-New York, 4/23/53

NBC

TRADE NEWS

April 24, 1953

NBC TO START SUMMER TANDEM PLAN FOR RADIO ON MAY 31,
OFFERING ADVERTISERS GREAT ECONOMY PLAN WITH
LARGE, UNDUPLICATED AUDIENCE

FOR RELEASE TO A.M. PAPERS, MONDAY, APRIL 27

NBC's Summer Tandem Plan for radio, offering advertisers more commercial exposure at greater economy than ever before, will be put into effect Sunday, May 31, George H. Frey, vice president and sales director for the networks, announced today.

The new, expanded Summer Tandem Plan will run through June, July and August, concluding on Aug. 28. Each of the six programs included in the plan, with one exception, will be heard once a week for a 13-week cycle. The six programs include already-established shows in each of the major program categories -- mystery, music, drama, adventure, comedy-variety and audience participation. They are:

"Barrie Craig," a mystery-thriller starring William Gargan, which will be heard Sundays, 10:00-10:30 p.m., EDT, from May 31 through Aug. 23.

"Robert Armbruster and His Orchestra" from Hollywood, featuring young variety talent, to be heard each Monday from 10:15-10:30 p.m., EDT, thereafter, through Aug. 24.

(more)

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED

1892, 1893, 1894, 1895, 1896, 1897, 1898, 1899, 1900, 1901, 1902, 1903, 1904, 1905, 1906, 1907, 1908, 1909, 1910, 1911, 1912, 1913, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 25

my receipt #114 is correct, it is signed from 10:15-10:30 p.m.

152

"First Nighter," a dramatic offering of many years' radio standing, will be heard Tuesdays, 8:30-9:00 p.m., EDT, starting June 2 and continuing through Aug. 25.

"The Scarlet Pimpernel," the adventures of the heroic Sir Percy Blakeney during the days of the French Revolution, to be heard Wednesdays, 9:30-10:00 p.m., from June 24 through Aug. 26 (10 weeks).

"Judy Canova," radio's top comedienne, will be heard Thursdays, 10:00-10:30 p.m., from June 4 through Aug. 27.

"Bob and Ray," NBC's bright young comics, will be heard in a new quiz show on Fridays, 9:30-10:00 p.m., from June 5 through Aug. 28.

This comprehensive lineup, offering a large, unduplicated audience because of the variety of program types, represents one of the greatest economy buys ever offered in network radio. In any one show, a sponsor may buy a single participation which includes one full minute of commercial, plus opening and closing billboards, for as little as \$3,856. The plan offers the utmost in flexibility, allowing an advertiser to purchase any show or combinations of shows for any length of time. The base cost of \$3,856 is for a full 197-station network, and includes both time and program charges. Graduated discounts for each additional participation during the week result in the lowering of time costs per program as the number of participations increase.

In addition, NBC's Merchandising Department stands ready to assist advertisers on Summer Tandem in utilizing the advantages of the name-values of the top stars in the plan in their product merchandising efforts.

-----o-----

NBC-New York, 4/24/53



TRADE NEWS

April 24, 1953

SONG STYLIST ROSEMARY CLOONEY TO STAR IN OWN SHOW

TUESDAY AND FRIDAY NIGHTS ON NBC RADIO

Rosemary Clooney, an outstanding song stylist, will begin a quarter-hour musical series over the NBC radio network Tuesday, May 5 (8:15 p.m., EDT). The programs will be broadcast every Tuesday and Friday at the same time.

The ROSEMARY CLOONEY SHOW will follow the Eddie Fisher series which will be heard Tuesdays and Fridays at 8 p.m., EDT, thus providing a full half-hour top popular-music entertainment.

In a relaxed, informal musicale, Miss Clooney will sing the latest popular tunes and occasionally an old standard for change of pace. From time to time, a noted guest will visit the vivacious songstress' show.

The programs will originate in Hollywood, where Miss Clooney is preparing to make another motion picture. One of the nation's top-flight singing stars, she first zoomed to national popularity as a singer of record hits. Two of her records, "Come On-a My House" and "Half As Much," have each sold over 1,000,000 copies.

She has appeared as guest star on many major television shows such as NBC-TV's "Colgate Comedy Hour" and "Texaco Star Theatre," and on Bob Hope's radio show. Her movies include "The Stars Are Singing" and "Here Come the Girls" with Bob Hope and Tony Martin. In her next film, Miss Clooney will co-star with Bing Crosby in "White Christmas."

-----O-----

PAULINE FREDERICK AND JOSEPH C. HARSCH, NOTED

RADIO COMMENTATORS, JOIN NBC NEWS STAFF;

NEW ASSIGNMENT FOR CLIFTON UTLEY

FOR RELEASE MONDAY A.M., APRIL 27

Two well-known radio commentators have joined the NBC news staff, it was announced today (Monday, April 27) by William R. McAndrew, manager of news and special events, who also reported a new assignment for veteran newscaster Clifton Utley.

Pauline Frederick and Joseph C. Harsch are the new additions to NBC's staff of notable commentators. Utley, already heard on a Sunday night NBC newscast from Chicago, will take over the 10:30-10:35 p.m., EDT, news spot Mondays through Fridays, effective May 4.

Miss Frederick, the only woman news analyst and diplomatic correspondent in American radio, joins the staff June 15 and will be heard Mondays through Fridays from 1:30-1:45 p.m., EDT, on "Home Edition of the News." Harsch, Washington correspondent for the Christian Science Monitor and an outstanding authority on foreign affairs, already has launched a special Saturday night commentary from 11:15-11:30 p.m., EDT,

Utley, who has been an NBC radio and television news commentator in Chicago, entered newspaper work following his graduation from the University of Chicago. His goal was a first-hand study of international politics, so he took his earnings and sailed to Europe and Africa, where he studied at the universities of Munich and Algiers.

(more)

He returned to America to head the Chicago Council of Foreign Relations, a post he held for 11 years. In 1932 he made his first radio appearance on NBC's "University of Chicago Round Table." He has received two honorary degrees for his outstanding work in interpreting foreign affairs, and recently was honored by Sigma Delta Chi, national journalism society. Utley was born in Chicago, May 31, 1904, is married and has three children.

Miss Frederick comes to NBC from the American Broadcasting Company, where she was heard on "Pauline Frederick Reports" program. Born in Gallitzin, Pa., she grew up in Harrisburg, Pa., and had to choose between a newspaper career or going to college. She took the latter course and enrolled at American University, where she received an A.B. in political science and an A.M. in international law. She then began interviewing the wives of Washington diplomats, and when a Washington newspaper ran her stories, it started her on a career that she carried around the globe.

Pauline Frederick has covered the Far East, the Nuremburg trials, the Berlin Airlift, the United Nations, the trials of Alger Hiss, the meeting of Big Four ministers, Republican and Democratic conventions and many other top news stories. In the Summer of 1950 she received high praise for her astute reports from the United Nations, where she covered the Security Council and General Assembly discussions on the Korean crisis.

A specialist in foreign affairs, she believes that international relations are fundamentally human relations and that policies aimed at achieving world peace must be faced with an appreciation of the backgrounds of the people "on the other side of the street."

(more)

Joe Harsch also has covered news around the world, including both the European and Pacific Theatres in World War II. He was with an Allied surrender party behind German lines when the end came in Southern Germany, and he participated in the capture of the rump German government at Flensburg three weeks after the military surrender -- personally having a hand in the capture of Albert Speer. Harsch is the author of "Pattern of Conquest," a book which is considered one of the most thorough studies of the German people.

Harsch was born in Toledo, Ohio, May 25, 1905. He attended Williams College and Corpus Christi College of Cambridge University. He joined the staff of the Christian Science Monitor in 1929.

He will be heard in his new NBC Saturday night series from Washington through May 30. Early in June he will go to Europe and will be heard from various points on the continent and in Great Britain. A series of six reports will be carried by the BBC. Later in the Summer he will return to resume his broadcasts from Washington.

-----O-----

NBC-New York, 4/24/53

NBC FILM DIVISION

NBC FILM DIVISION DISPLAYS PREPARED FOR NARTB CONVENTION;
SECTION HEADS TO ATTEND; R. W. SARNOFF IN FILM DISCUSSION

The NBC Film Division, established as the third major operating division of the company on March 3, will be fully represented at the NARTB convention at the Biltmore Hotel in Los Angeles, April 28-May 1, according to Robert W. Sarnoff, vice president in charge of the division.

Executives from the division attending the convention in addition to Sarnoff will include John B. Cron, national sales manager; H. Weller Kever, supervisor of film sales for the Central Division (Chicago); Clifford Ogden, supervisor of Sales for the Western Division (Hollywood); Jay Smolin, supervisor of advertising and promotion; and Charles A. Henderson, publicity director.

As an important part of the NARTB agenda, Sarnoff will serve on a TV film panel composed of the country's leading producers, suppliers and distributors. The discussion will cover all aspects of film for television.

An open-house exhibit of the NBC Film Division film properties and other areas of activity will be held in suite 2305-2308 on the second floor of the Biltmore. Graphic displays, 16-mm projection equipment on which complete episodes from the syndicated film properties will be shown, and other visual aids will highlight the NBC Film Division display.

In addition, a full display of the newly created tools which support the film series will be featured: pre-planned publicity, advertising, exploitation and merchandising kits for each property.

(more)

2 - NARTB Convention

In connection with the VICTORY AT SEA display there will be installed, through the cooperation of the Navy and the Marine Corps, strategic bas-relief maps depicting major engagements in World War II.

The NBC Film Division display also will include graphic information on the division's daily distribution service to stations in the 108 TV markets across the country. There also will be informative displays on the use of the vast NBC film library and its contents.

-----O-----

NBC-New York, 4/24/53

SPECIAL STUDY GUIDE FOR NBC-TV PRESENTATION OF 'HAMLET'
SENT TO 15,000 TEACHERS THROUGHOUT U.S.

High school and college English students and their teachers and instructors will represent a sizable portion of the viewing audience of NBC's unique two-hour television presentation of "Hamlet" Sunday, April 26, 3:30-5:30 p.m., EDT.

Their appreciation of the Bard of Avon's great tragedy will be heightened by the intimate knowledge of the special TV production, as well as the historical background of the play, contained in a special Study Guide which was mailed to 15,000 teachers across the country earlier this month.

Published by "Listenables and Lookables," a TV information service for teachers and students, the Guide was made available by the show's sponsor, Hall Brothers, Inc., makers of Hallmark Greeting cards, to members of the National Council of Teachers of English.

A double "first" for TV, the program will mark the debut of Maurice Evans in the medium and will be the first performance ever of "Hamlet" on television. The presentation is being made on the date generally celebrated as Shakespeare's birthday, April 26. It will be the longest dramatic performance ever offered on TV.

The Study Guide contains a summary of the play, notes on the setting and costumes, and an article by Maurice Evans on "Adapting Television to Hamlet." This article explains that the play has not been rearranged or tampered with by the use of TV techniques. In addition, the Guide contains a set of questions for study and discussion and numerous pictures of the production.

-----O-----

April 24, 1953

FOUR 'KRAFT TELEVISION THEATRE' SCENES, SELECTED BY TV
AUDIENCE, WILL BE REPEATED ON 6TH ANNIVERSARY PROGRAM

- - -
Top Stars to Take Part in Gala May 6 Hour on NBC-TV

Four scenes, selected by its nationwide audience as having been the most memorable in the 309 plays it has presented, will be revived by KRAFT TELEVISION THEATRE in celebration of its sixth anniversary Wednesday, May 6 (NBC-TV, 9 p.m., EDT).

"Wuthering Heights," "Of Famous Memory," "January Thaw" and "My Brother's Keeper" are the dramas from which scenes will be presented.

Selection of the players for the anniversary program also was based on this audience opinion, compiled by the sponsor since the program started on May 7, 1947 and maintained weekly while establishing its long-run record on television.

John Baragrey and Louisa Horton will be the players in the scene from "Wuthering Heights." Nancy Marchand will re-create her memorable portrayal of Queen Elizabeth I in "Of Famous Memory." Vaughn Taylor will appear in the scene from "January Thaw," and Rod Steiger will be the center of a stirring episode from "My Brother's Keeper."

-----O-----

ROY N. JAMES AND CHARLES F. BARTON ARE APPOINTED
MERCHANDISING DISTRICT SUPERVISORS FOR NBC

The appointments of Roy N. James and Charles F. Barton as Merchandising district supervisors for the National Broadcasting Company and the re-assignment of Steward Carr to another district were announced today by Fred N. Dodge, director of the department.

James will cover a six-state area around Minneapolis-St. Paul. He brings to the position a varied sales background ranging from the retail grocery field to managerial sales experience in the house furnishings industry. He also has had experience in advertising agency promotion and as a syndicated newspaper feature writer. He is well acquainted with the Minneapolis-St. Paul territory, having served as Minnesota district sales manager for the Ken-L-Products Division of the Quaker Oats Company prior to World War II.

Barton will cover a five-state area around St. Louis. He comes to NBC from the Vick Chemical Company, where he served as a sales specialist. His career also has included associations with Lever Brothers, E.R. Squibb & Sons and the GMAC Division of General Motors in varied sales capacities. He has had experience in the merchandising and marketing of drugs and cosmetics to the key grocery and drug chains in Northeastern markets, as well as sales and sales promotion of soap and shortening in the grocery field. In addition, he has worked in coordinating distribution with production of ethical drugs, and has handled credit and sales promotion activities with GMAC customers and automobile and appliance dealers.

Carr relinquishes the district to be supervised by Barton, and has been assigned the Chicago market and the state of Michigan.

-----o-----

The Department of Internal Medicine, University of Chicago, Chicago, Ill.

Received for publication, June 1, 1934.

Presented at the meeting of the American Medical Association, Chicago, Ill., May 1, 1934.

Read by the author at the meeting of the American Medical Association, Chicago, Ill., May 1, 1934.

From the Department of Internal Medicine, University of Chicago, Chicago, Ill.

The author is indebted to Dr. J. H. Hays for his criticism of the manuscript.

Reprints of this article may be obtained from the American Medical Association, 535 North Dearborn Street, Chicago, Ill.

Copyright, 1934, by the American Medical Association. All rights reserved.

This article is intended to provide a basis for further study of the subject.

The author wishes to express his appreciation to the following for their assistance:

Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays.

Chicago, Ill., May 1, 1934.

Reprints of this article may be obtained from the American Medical Association, 535 North Dearborn Street, Chicago, Ill.

This article is intended to provide a basis for further study of the subject.

The author wishes to express his appreciation to the following for their assistance:

Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays.

This article is intended to provide a basis for further study of the subject.

The author wishes to express his appreciation to the following for their assistance:

Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays.

This article is intended to provide a basis for further study of the subject.

The author wishes to express his appreciation to the following for their assistance:

Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays.

This article is intended to provide a basis for further study of the subject.

The author wishes to express his appreciation to the following for their assistance:

Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays, Dr. J. H. Hays.

'DRAGNET' TV SERIES WINS MYSTERY WRITERS' AWARD
RADIO COUNTERPART WON 'EDGARS' TWO YEARS IN ROW

DRAGNET, authentic mystery series built from case histories in the files of the Los Angeles Police Department, was given the Edgar Allan Poe Award by the Mystery Writers of America last night (Thursday, April 23).

The award for "the best television mystery and crime program this season" marks the third "Edgar" to go to "Dragnet." The 1951 and 1952 awards went to the NBC "Dragnet" radio series.

Mitchell Benson, representing Charles C. Barry, vice president in charge of programs for NBC accepted the award on behalf of Jack Webb, Mark VII Productions and NBC at the annual dinner held by the mystery writers in New York..

"Dragnet" (NBC-TV Thursdays, at 9 p.m., EDT) is a creation of executive producer Stanley Meyer, producer Michael Meshekoff and director-star Jack Webb. The TV series is based on the radio plays by John Robinson and adapted for TV by Jack Webb. Technical advice is given by Chief W.H. Parker of the Los Angeles Police Department.

The musical background is by Walter Schumann.

The NBC 'Dragnet' radio series is presented Sundays (9:30 p.m., EDT).

-----O-----

JOHN H. THOMPSON OF KNBC WINS 'BETTER UNDERSTANDING
AWARD' OF ENGLISH SPEAKING UNION OF U.S.

John H. Thompson, manager of News and Public Affairs for NBC's Owned and Operated San Francisco radio station, KNBC, has received the 1952 Better Understanding Award from the English Speaking Union of the United States.

Thompson received the accolade for his production and direction of KNBC's weekly "World Affairs Are Your Affairs" program, heard locally each Sunday from 8:00-8:30 p.m., PST. Since its beginning in 1947, the program has presented regularly outstanding national and international authorities discussing world problems as they affect the average American.

Among the notables heard on the series have been then-Gen. Dwight D. Eisenhower, Mrs. Eleanor Roosevelt, Dean Acheson, W. Averill Harriman, Admiral Chester Nimitz, former French Premier Paul Reynaud, Gen. Carlos P. Romulo of the Philippines, and many others.

-----O-----

NBC-New York, 4/24/53

NBC

TRADE NEWS

April 27, 1953

NBC WINS ALL FOUR CHRISTOPHER AWARDS
FOR TELEVISION AND RADIO

FOR RELEASE AFTER 5:00 P.M., EDT, THURSDAY, APRIL 30

All four of the Christopher Awards to television and radio for the first quarter of 1953 went to programs of the National Broadcasting Company, according to an announcement made by Father James Keller, director of the Christophers, in New York today (Thursday, April 30).

VICTORY AT SEA was honored for its 15th episode, "D Day," dealing with the Normandy invasion and telecast Feb. 15. Named for medallions were Robert W. Sarnoff, vice president, NBC Film Division; Henry Salomon, producer, and M. Clay Adams, director.

THE VOICE OF FIRESTONE was cited for its March 30 Easter program, simulcast by NBC-TV and radio. Medallions went to Edwin Dunham, radio producer; Charles Polachek, TV producer; John Goetz, TV director, and A.J. McGinness, advertising manager of Firestone Tire and Rubber Company, sponsors of the program.

Arturo Toscanini's performance with the NBC SYMPHONY ORCHESTRA of Beethoven's "Missa Solemnis" March 28 was one of the two radio winners. Its producer, Don Gillis, also was a medallion recipient.

(more)

Page 10

THE UNITED STATES OF AMERICA
DO hereby certify that
[Name] is a citizen of the United States

and is entitled to the rights and privileges of citizenship

in accordance with the provisions of the Naturalization Act of 1906, as amended, and the laws of the United States relating to the naturalization of aliens.

Witness my hand and the seal of the Department of State at Washington, D.C., this [Date] day of [Month], 19[Year].

Secretary of State
[Signature]

THE UNITED STATES OF AMERICA
DO hereby certify that [Name] is a citizen of the United States and is entitled to the rights and privileges of citizenship in accordance with the provisions of the Naturalization Act of 1906, as amended, and the laws of the United States relating to the naturalization of aliens.

Secretary of State
[Signature]

2 - Christopher Awards

The THEATRE GUILD ON THE AIR production of "Trial by Forgery," broadcast Jan. 18, was the second radio winner. Medallion recipients were Bernard C. Schoenfeld, writer; Armina Marshall, executive producer, and J. Carlisle MacDonald, under whose general supervision the series is produced. MacDonald is assistant to the chairman of the board of United States Steel, sponsor of the program.

In his announcement of the quarterly awards, Father Keller said that each is "representative of the opportunity for those in the creative arts, under God, to provide both inspiration and entertainment for the millions."

-----O-----

NBC-New York, 4/27/53

WALLY ('MR. PEEPERS') COX' HILARIOUS CHATTER ABOUT DUFO
PRESERVED FOR POSTERITY (AND CURRENT SALE) ON RECORDING

Wally Cox, who in less than a year has risen to high popularity as star of MR. PEEPERS on NBC-TV, has cut his first phonograph record.

The disc, now on sale, couples "What a Crazy Guy" (Dufo) with "There Is a Tavern in the Town," on both 78 and 45 rpm record speeds, for RCA Victor.

"What a Crazy Guy" is a monologue written by Cox, concerning a neighborhood "character" named Dufo, who has a strikingly original personality. Wally has used it with great success in night clubs since the start of his professional career in 1948, and has performed it occasionally on radio and TV.

On the reverse side of the record, Wally gives a unique interpretation of the well-known standard, "There Is a Tavern in the Town," using four voices for an unusual yodeling effect. Accompaniment for this side is provided by an instrumental quartet conducted by Bernie Green, musical director for "Mr. Peepers."

-----O-----

NBC-New York, 4/27/53

which (the...)
...the...
...the...

...the...
...the...

...the...
...the...

...the...

The...
...the...

...the...
...the...

...the...

...the...
...the...

...the...
...the...

...the...
...the...

...the...
...the...

...the...

On the...
...the...

...the...
...the...

...the...
...the...

...the...
...the...

...the...
...the...

...

...

NBC FILM DIVISION

NOTABLE INCREASE IS REPORTED IN SALES OF NBC FILMS
TO LOCAL STATIONS AND SPONSORS

Increasing totals of sales of NBC film programs to local stations and sponsors were announced today by John B. Cron, national sales manager for the NBC Film Division.

The hour-long "Hopalong Cassidy" films have been sold in a total of 105 markets, the most recent being KROC-TV, Rochester, Minn.; KIT-TV, Yakima, Wash.; and KFTL-TV, Fort Lauderdale, Fla.

"Dangerous Assignment," sold in 103 markets to date, has been bought by the three stations mentioned above and also by the D'Arcy agency for showing over station WKNX-TV, Saginaw, Mich.

"Douglas Fairbanks Presents" (67 markets) has been sold to the stations in Rochester and Fort Lauderdale. "The Visitor," which is currently running on the NBC television network as "The Doctor" and has just been put on the market for syndication, has already been sold in 11 markets, the most recent being the stations in Rochester, Yakima, Fort Lauderdale, and the Hirshon-Garfield agency for showing over station WFMB-TV, Indianapolis.

"The Lilli Palmer Show" (19 markets) has been sold to the stations in Rochester and Fort Lauderdale. The "Daily News Report" has been sold to the stations in Yakima and Fort Lauderdale. The "Weekly News Review" has been sold to WMCT, Memphis, Tenn., for sponsorship by the Home Federal Savings and Loan Co.; to the Young agency for showing over WICU-TV, Erie, Pa.; and to KFTL-TV, Fort Lauderdale.

-----O-----

NBC-New York, 4/27/53

DINAH SHORE STARS AT U.S. CHAMBER OF COMMERCE DINNER

Dinah Shore will be the star performer at the 41st annual dinner of the United States Chamber of Commerce in Washington, D.C., on Wednesday, April 29. President Eisenhower is expected to attend the affair.

The NBC radio and TV singing star will be assisted by the Notables, the vocal quintet seen regularly on Dinah's NBC-TV series. Ticker Freeman will accompany Dinah on the piano.

Dinah, her husband, actor George Montgomery, and their five-year-old daughter, Melissa Ann, are enjoying a brief holiday in New York. They will return to Hollywood next week.

-----O-----

CORRECTION, PLEASE!

It will be WDSU, New Orleans, instead of WIS, Columbia, S.C., in the station lineup for June 27 participation in NBC's new radio program, NEW TALENT, U.S.A. The first broadcast, Saturday, June 13 (7:30 to 9:30 p.m., EDT), will include a Lake Worth - W. Palm Beach origination rather than Lake Worth alone (Station WEAT).

These are changes from the program as announced in the Daily News Report of April 22 release.

-----O-----

NBC-New York, 4/27/53



TRADE NEWS

April 28, 1953

WILLIAM KREITNER IS APPOINTED RADIO RESEARCH SUPERVISOR FOR NBC SPOT SALES

William Kreitner has been appointed Radio Research Supervisor for NBC Spot Sales, Thomas B. McFadden, director of National Spot Sales, announced today. Kreitner succeeds Robert T. Howard, who has been made a Radio Spot Salesman.

Since his graduation from the University of Sydney, Australia, last Summer, Kreitner was with Young & Rubicam as assistant radio-TV research manager. He has also served as a committeeman for Advertising Research Foundation, investigating research organizations.

During World War II, Kreitner spent four years with the U.S. Army Signal Corps, stationed in the South Pacific and Australia. Besides attending the University of Sydney, he also was affiliated with McNair Survey, a South Pacific media, market and consumer research group.

In his new position, Kreitner reports to Harold W. Shepard, manager of Sales Development, Advertising and Promotion for NBC Spot Sales.

-----O-----

1911

THE HISTORY OF THE CITY OF BOSTON

The city of Boston, the largest and most important city in New England, has a long and interesting history. It was founded in 1630 by a group of Puritan settlers who came to the area in search of a place where they could practice their religion freely. The city grew rapidly, and by the 18th century it was one of the most important cities in the colonies. It was the site of the Boston Tea Party in 1773, and it was the first city to declare its independence from Great Britain in 1776. The city was the center of the American Revolution, and it was the site of many important events in the history of the United States. The city has a rich cultural heritage, and it is home to many famous people and institutions. It is a city of great beauty and interest, and it is a place that is worth visiting.

April 29, 1953

LOS ANGELES URBAN LEAGUE HONORS NBC
AND ITS WESTERN DIVISION V.P.

The National Broadcasting Company and John K. West, vice president in charge of the NBC Western Division, received top honors for meritorious achievement during 1952, from the Los Angeles Urban League during special award ceremonies April 26.

Robert Young, star of NBC radio's "Father Knows Best," made the presentations.

The Eugene Kinkle Jones Roving Trophy, the Urban League's most important award, was given in appreciation of outstanding contributions towards "improving living conditions for minority groups through interracial cooperation and action."

Singled out by the award was NBC's program of "integration without identification that involves the use of Negro actors on its television and radio broadcasts without regard to color."

The Roving Trophy was also tendered for employment policies practiced at NBC. "Within the past year," stated the Urban League, "21 Negroes have been employed by the Western Division in various categories including announcers, purchasing clerks, secretaries, typists, parking lot attendants and messengers."

West received, in addition to his company's trophy, a special scroll in recognition of his own "meritorious achievements during 1952".

-----O-----

THE NATIONAL ASSOCIATION OF

THE NATIONAL ASSOCIATION OF
AND THE NATIONAL ASSOCIATION OF

The National Association of...
...in charge of the...
...from the...
...of the...

...of the...
...of the...

The...
...and given to...
...for...
...of the...

...of the...
...the...
...of the...

The...
...of the...
...of the...
...of the...

...of the...
...of the...
...of the...

NBC FILM DIVISION

WILLIAM BOYD ('HOPALONG CASSIDY') AND HORSE, TOPPER,
TO BE STAR ATTRACTIONS AT SHENANDOAH APPLE FESTIVAL

William Boyd, known to millions of large and small TV fans as "Hopalong Cassidy," and his horse Topper will be the stellar attractions at the Shenandoah Apple Blossom Festival in Winchester, Va., on Friday, May 1.

Boyd and Topper will participate in ceremonies at the "Apple Capital" both in the morning and in the afternoon, when he will take part in the colorful Apple Blossom Festival parade. Boyd will be welcomed by the Mayor of Winchester, by the Apple Blossom queen and her entire entourage.

After weekending in Washington, D.C., Boyd will spend the next 10 days in New York, to confer with sponsors, advertising agencies, and officials of the NBC Film Division which syndicates the "Hopalong Cassidy" films to TV markets throughout the world.

-----O-----

NBC-New York, 4/29/53

NBC'S BOB HOPE JOINS NOTED GROUP IN GOLF MATCH
TO BENEFIT THE BOYS' CLUB OF NEW YORK

NBC star Bob Hope will join leaders of entertainment, industry, society and sports in the Pro-Celebrity Golf Tournament, to be held for the first time as an opening day feature of the Palm Beach Golf Championship at the Meadow Brook Club, Westbury, Long Island, N.Y., on Wednesday, May 13. Proceeds of the event will go to the Boys' Club of New York for its many youth activities in the New York Area.

Among the participants will be syndicated columnist Ed Sullivan, railroad executive Robert Young, industrialist Leonard Firestone, socialite-sportsman John Hay "Jock" Whitney, N.Y. Yankees owner Dan Topping, British Amateur champion Harvie Ward, and U.S. National Amateur champion Willie Turnesa.

-----O-----

NBC

TRADE NEWS

April 30, 1953

SUNBEAM CORP. TO SPONSOR 'ETHEL AND ALBERT' ON NBC-TV

The Sunbeam Corp., manufacturer of electric appliances, will sponsor the ETHEL AND ALBERT SHOW on the NBC television network each Saturday (7:30-8:00 p.m., EDT), beginning May 9, Edward R. Hitz, manager of NBC's Central Sales Division, announced today.

Advertising agency for Sunbeam is Perrin-Paus Co. Under the terms of sponsorship, Sunbeam will advertise on the program for eight weeks before taking a Summer hiatus from July 4 through Aug. 22, returning to the air on Aug. 29 for the Fall season.

"Ethel and Albert" made its debut as a half-hour weekly series on NBC-TV on April 25. The show stars its creator, Peg Lynch, and Alan Bunce in a husband-and-wife domestic situation comedy format.

-----O-----



TRADE NEWS

April 30, 1953

BOB AND RAY LAUNCH NEW LATE NIGHTTIME SERIES ON NBC RADIO;
WILL BE HEARD MONDAYS THROUGH FRIDAYS STARTING MAY 4
WITH THEIR COMEDY, MUSIC AND SPORTS REVIEWS

Bob and Ray will launch a new post-midnight radio series over the NBC network devoted to good fun and pleasant music for the nation's night owls. They will be heard for 50 minutes nightly, Mondays through Fridays (12:05 to 12:55 a.m., EDT), beginning Monday night, May 4.

The new BOB AND RAY SHOW is being offered for cooperative sponsorship by the network, Lud Simmel, manager of Co-op Sales, announced. It marks the first time that a major network program has been made available in the late time periods to stations for local sale, thereby opening up new sources of revenue to affiliated stations.

On the new series, the NBC humorists will play records, present sports reviews, a nightly comedy serial and otherwise indulge in typical Bob and Ray satires on "the dull, conventional things in life." In presenting their humorous essays and witticisms, the comics will rely, as in past radio shows, on their keen, quick talents for the ad-lib. There will be no script to limit their fresh, spontaneous humor.

(more)

1875. 10. 10.

My dear Mr. [Name]

I have the pleasure to acknowledge the receipt of your letter of the 10th inst.

and in reply to inform you that the same has been forwarded to the proper authorities.

I am, Sir, very respectfully,
Yours truly,
[Signature]

[Name]

[Address]

[City]

[Country]

[Date]

[Text]

[Text]

[Text]

[Text]

[Text]

[Text]

[Text]

[Text]

[Text]

[Text]

[Text]

It was only a few years ago that Bob Elliott and Ray Goulding were disc jockeys and staff announcers at a local station in Boston, where their unique satire was born. Shortly after World War II, the two wits began regaling local audiences with their new, special brand of humor and became the two most popular radio personalities in New England. Two years ago NBC brought them to New York where they promptly proceeded to capture the favor of the nation-wide listening audience.

Bob and Ray also are seen on NBC television every Monday, 7:30 to 7:45 p.m., EDT, in a new satirical series featuring Audrey Meadows.

-----O-----

NBC-New York, 4/30/53

NBC PRESS DEPARTMENT

RCA PRESIDENT FRANK FOLSOM IS PRESENTED WITH GOLD RECORDING
IN 'TODAY' 50TH ANNIVERSARY OBSERVANCE OF 'RED SEAL' LABEL

Frank Folsom, president of the Radio Corporation of America, was presented with a gold record commemorating the 50th Anniversary of the RCA Victor "Red Seal" label this morning (April 30) by Milton Rackmil, president of the Record Industry Association of America. The presentation by Rackmil, who is also president of Decca Records, was made on TODAY, the NBC-TV early a.m. news and special feature program.

Accepting the mounted and framed disc, Folsom said, "On behalf of all our people I am accepting this record. It is symbolic of the opportunity for growth which is available to small industries in the United States."

Dave Garroway, moderating the program, observed that it was RCA Victor which preserved the voices of Caruso and other great artists.

Folsom commented that some RCA Victor recordings made in 1906 were still in use. The gold, 45 rpm disc used in the award will never be played, but it is an actual transcription of "Cara Mio Ben," sung by the Australian contralto Ada Crossley and recorded on April 30, 1903.

"Today," with Dave Garroway, is seen Monday through Friday, 7-9 a.m., EDT and CDT over the NBC-TV network.

-----O-----

EDDIE JANIS, WEST COAST MUSIC EXECUTIVE, GETS
RALPH EDWARDS' 'THIS IS YOUR LIFE' TREATMENT

Eddie Janis, an executive in the Hollywood office of Broadcast Music, Inc., was Ralph Edwards' principal subject on THIS IS YOUR LIFE Wednesday, April 29 (NBC-TV, 10 p.m., EDT).

Janis was in the studio audience in the belief that his boss, Carl Haverlin, president of BMI, was the principal subject. Janis did not know that the show was in his honor until his aunt, Mrs. Stitch, appeared on stage and announced to him that she was there as a part of his life story.

Janis was born in Brooklyn, N.Y., and became a well-known personality in the entertainment world. Among those who appeared to honor him were Bob Miller, a life-long friend; Phil Baker and Marcian MacDaniel, ex-partners with Janis in a vaudeville act many years ago; his wife, the former Rene Chaplow, and 14 songwriters whose careers he had aided.

-----O-----

'DING DONG' SCHOOLMISTRESS SPEAKS TO INDIANA GROUP

Dr. Frances Horwich, mistress of NBC-TV's "Ding Dong School," will address the Midwestern Association for Nursery Education at its annual meeting Saturday, May 2, in Indianapolis, Ind. Dr. Horwich, a past president of the organization, will speak on "Ding Dong School -- a Nursery School on Television."

-----O-----

